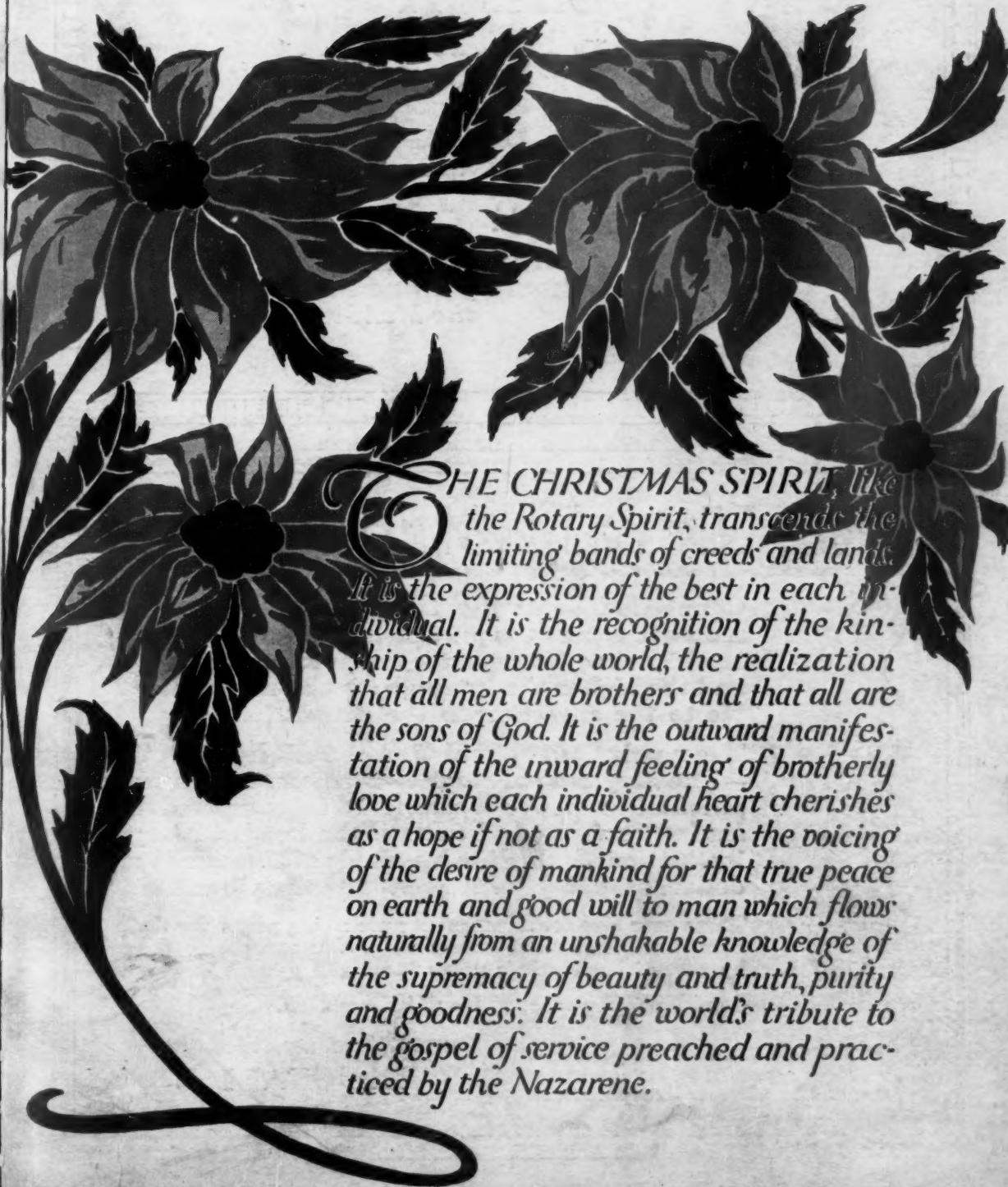


THE ROTARIAN

Vol. IX NO. 6

DECEMBER, 1916

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THE ROTARIAN

(Title Registered U. S. Patent Office)

The Magazine of Service

(There were printed 30,000 copies of this issue.)

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1. To standardize and disseminate Rotary principles and practices.
2. To encourage, promote and supervise the organization of Rotary clubs in all commercial centers of the world.
3. To study the work of existing Rotary clubs and their value to their respective members and communities, and to clear the information thus acquired for the benefit of all Rotary clubs.
4. To promote the broad spirit of good fellowship among Rotarians, and among Rotary clubs.

THE ROTARIAN

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THE ROTARIANAD

This Month's Contributors

Ed. F. Harris (*What Christmas Really Means*) is the attorney-at-law member of the Rotary Club of Galveston, Texas.

Dr. J. L. Kesler (*A Rotary Tale of Two Cities*), member of the Rotary Club of Waco, Texas, is dean of Baylor University and an ardent Rotarian. This allegory was inspired by the address given by Allen D. Albert at the banquet given by the Rotary Club of Waco during Albert's term of office as president of the International Association of Rotary Clubs.

Charles Frederick Chapman (*The Christmas Spirit and Rotary*), rector of St. John's Episcopal Church of Butte, Montana, is a member of the Rotary club of that city.

P. W. Horn (*The Children's Faces at Christmas*) is a member of the Rotary Club of Houston, Texas. As superintendent of schools of that city he has had ample opportunity to observe the faces of the children at the Christmas season, and this article is evidence that his observations have been made with a loving vision.

Wilhelm Bernhard (*Hampstead Garden Suburbs*) is the landscape architect member of the Rotary Club of Chicago, and well known to readers of this magazine thru his articles on industrial villages in this series, and his neighborhood center articles which appeared last year.

Charles H. French (*Big Game of British Columbia*) is the wholesale furs member of the Rotary Club of Victoria, B. C. Mr. French is qualified by experience and observation to discuss this subject, having been connected for a number of years with the ancient and historic Hudson's Bay Company, with which he holds the position of district manager. The article by him—Hunting Big Game in British Columbia—which was published in **THE ROTARIAN** in January, 1916, attracted a great deal of favorable comment.

B. J. Griswold (*Rotary Club Adopts Newsboys of City*), member of the Rotary Club of Fort Wayne, Indiana, is the club correspondent to **THE ROTARIAN**. He is manager of the Progressive Advertising Agency.

R. R. Shuman (*Salesmanship Taught by Drama*), member of the Rotary Club of Chicago, Ill., is president of Shuman Advertising Company.

Philip R. Kellar (*Cooperation in Salesmanship*) is the managing editor of **THE ROTARIAN**. He has been helping Secretary-Editor Chesley R. Perry "get out" the magazine since February, 1915. He is an old newspaper man, having served as reporter, editor and special contributor on several of the Chicago dailies. Prior to taking up the work on **THE ROTARIAN** he was a "free lance," contributing articles and fiction to newspapers and magazines.

Charles Henry Mackintosh (*Beautiful Business*), member of the Rotary Club of Duluth, Minn., governor of Rotary District No. 9, has been a prolific contributor to Rotary literature thru a period of several years.

James Dalzell (*Publicity in Salesmanship*), member of the Rotary Club of Belfast, Ireland, is the advertising representative of *The Belfast News-Letter*. This article is made up of extracts from a paper read by him before the Belfast club.

Guy Gundaker (*Rotary Progress and Extension*) is a member of the Rotary Club of Philadelphia, of which he is a past president, second vice-president of the International Association of Rotary Clubs, chairman of the 1914-1915 Program committee of the association, chairman of the 1915-1916 committee on Philosophy and Education which prepared the Educational Pamphlets for Rotarians that were adopted at the Cincinnati convention. As International vice-president, he is a member of the board of directors of the association.

P. O'Mahony (*Rotarians Help Get Year Round Registration Law*) is a member of the Rotary Club of Lincoln, Nebraska, and club correspondent to **THE ROTARIAN**. He is proprietor of the Lincoln Book Store.

Carl L. Bratt (*Service—From the Heart*), of the Rotary Club of Houston, Texas, is a member of the firm of Everett, Bratt & Wright, construction, conveying and excavating machinery dealers.

Frank Wieland, M. D. (*Industrialism and an Awakened Conscience*) is the chief of the medical department of Montgomery Ward & Company of Chicago, which department is operated for the benefit of the 8,000 employees of that firm.

Edw. W. Hoffmann (*Feeding an Ungrateful Public*) is president of the Rotary Club of Milwaukee and one of the wholesale grocers firm of J. Hoffmann & Sons Co., of that city. This article was an address made before his club.

H. B. Hearn (*Practical Railroading*) is a member of the Rotary Club of Shreveport, La., before which he read this paper. He is superintendent of the Vicksburg, Shreveport & Pacific Railway Co.

Dean John P. D. Llwyd (*The True Riches*) is the Church of England clergyman member of the Rotary Club of Halifax, Nova Scotia.

R. R. Stripling (*Southern Clubs Make Convention Plans*) is a member of the Rotary Club of Knoxville, Tenn., and club correspondent to **THE ROTARIAN**. He is secretary-treasurer of the W. W. Scarborough Co., wholesale commission merchants.

Herbert C. Warden, **Secretary of the Rotary Club of Los Angeles** and editor of *Opportunities*, rises to remark that his club publication is not entitled to credit for the article "How Big" on page 403 of the October issue of **THE ROTARIAN**. "I first saw this article in the publication of one of the Texas clubs, Austin, I think," he says. "I clipp'd it, intending to use it later, but had no opportunity until recently, when inadvertently, credit was not given to the original publication. I hope you will make this explanation for me."

What Christmas Really Means

By Ed F. Harris, Rotary Club of Galveston, Texas

TOGETHER with the wheel we print the legend "He profits most who serves best." The legend and the wheel together tell the reader, thru the eye, the underlying, the basilar principle of the Rotary clubs of the world. He who truly apprehends, who truly reads, marks, and inwardly digests the legend and the wheel is the true Rotarian. We are thus taught the holy doctrine of service. If any man desires to be first, the same shall be servant of all. This is the real basis of every religion which has had birth and growth. It is the doctrine of love, it is the doctrine that the spiritual embodiment of love is the divine healer, "the first great Cause, Jehovah, Jove or God." The height of love is found in the depth of service; the majesty of ministering exceeds the splendor of power.

True it is that the Rotary club is not ostensibly a religious institution, is not avowedly a system of philosophy. However, an enumeration of its objects will convince one that altho business necessity called it into being, yet a Rotary club is, in truth and in fact, a moral, philosophical, aye, even a religious organization. Our objects are officially stated to be the promotion of the worthiness of all legitimate occupations; the dignifying of each member's occupation as affording him an opportunity to serve society; the encouragement of high ethical standards in business and professions; the increase of the efficiency of each member by the exchange of ideas and business methods; the promotion of acquaintanceship as an opportunity for service and an aid to success; and the quickening of the interest of each member in the public welfare, and cooperation in civic development.

Such a platform as this, so wide, so broad, so deep, so human, and therefore so divine, might well serve for a world-wide charitable organization, a school of philosophy, or a universal religion. Even a partial realization of these ideals, is a consummation devoutly to be wished.

Justice to my neighbor means faithfulness to myself. I must touch him directly or indirectly for good or for evil—touch him not only today, but every day, so long as we remain neighbors, and perhaps a great deal longer.

He who spake as never man spake before, summed up the duty of men in the brief words, "Love thy neighbor as thyself." Doubtless the great Teacher fully understood that he was laying down a rule of conduct so high and so lofty that we might strive upward toward it thruout eternity, and leave us ever an object to seek, a purpose not fully accomplisht!

I imagine that, whatever the life we may lead, here or hereafter, an essential of it is a purpose—something better and purer and nobler than we ourselves have ever reaht, or perhaps can ever reach.

There can be no doubt that in the strife and competition of business life there exists every possible temptation to the active, dominant, successful man, to forget, to ignore, to overlook his duty to his weaker fellow man.

With the increasing complexity of the business world, the wonderful multiplicity of inventions and designs, and the gradual, sure appropriation of the public domain, the difference becomes wider and wider between the strong man and the weak man, the crafty man and the confiding man, the intelligent man and the unintelligent man, the educated man and the uneducated man. The rewards of life—I mean, the material, physical rewards—are more and more the possession of the strong, and less and less the possession of the weak.

Any organization or association which teaches the doctrine of service to its members and to the world is assisting not only the weaker, but is aiding the stronger and more successful brother.

THE ROTARIAN

Official Organ of the International Association of Rotary Clubs

Vol. IX No. 6

EDITORIAL

DECEMBER 1916

The Message of this Yuletide

HEREWITH the editor presents the Yuletide Greetings of some of our prominent Rotarians, and about the great encircling garland of good wishes and good cheer, he ties his own little green ribbon of hope that the world may find the way to happiness, and that Rotary may have some part in such discovery.

Rotarians are serious minded people, with all of their fun and frolic. For serious minded people, these times are too full of powerful realities and disquieting portents to permit us to appear care-free and jolly, with no sense of responsibility for the present and no thought for the morrow. Surely we can bid each other to be of good cheer, and we must be cheerful and optimistic, but there is neither man, nor woman, nor child who reads this magazine, but who is facing tremendous and nerve-racking responsibilities, or will have to face them within another decade.

Excepting South America and the United States, the world is at war, and it is a war that is far more than a clash of arms. It is a war in which we all have a part, whether we realize it or not. We should realize it. We should each be trying to find a way to prevent the recurrence of such a war ever again. We believe this might be done by the development of the true Rotary spirit among all the nations of the earth.

We hope it may be possible soon for mankind again to sing "Peace on earth, good will among men." This Christmas time we can only pray it.

—Chesley R. Perry, Secretary I. A. of R. C.

* * *

The Spirit of Service

It is a rare privilege to have this opportunity, thru the medium of our magazine, to extend to each individual Rotarian thruout the world a Christmas message of sympathy and love.

Rotary, to me, seems related in a degree to Christmas; for the real, true spirit of Christmas is that it commemorates the birth of one who gave his life in service to others; and the spirit of Rotary is service that will bring happiness and sunshine to others.

In Rotary we should keep the spirit of Christmas fresh in our hearts each day in the year. If, some day, we can come to a full realization of the beautiful spirit of Rotary, then each day for us will be a genuine Christmas day.

May this Christmas bring each of you a happy gathering in your home, with no misfortune to mar the day, is my earnest prayer.—Arch C. Klumph, President, I. A. of R. C.

* * *

A Gift to Rotary

In one of the really beautiful rooms of America there gathered in Cleveland, a few weeks ago, six men. They were your International board. They had come with real sacrifice of personal concern and they labored and wrought for two days that you be served thru Rotary.

The head of the table was a young, keen, quiet, clean-cut business man. He made no show. He did not bear himself as one in command of an army. His manner was that of one taking counsel.



Photograph taken at time of meeting of the board in Cleveland, October 14. They are: (1) F. W. Galbraith, Jr., first vice-president; (2) E. Leslie Pidgeon, third vice-president; (3) Arch C. Klumph, president; (4) Chesley R. Perry, secretary; (5) Allen D. Albert, immediate past president; (6) Guy Gundaker, second vice-president.

As the days wore on with their fourteen hour sessions, the members of the board came into a clearer understanding of the service this man is to render for Rotary. He is not the Newcomen who invented the steam-engine; and he knows it. Nor does he feel himself to be the Watt who developed it or the Stephenson who applied it to rail transportation. With fine self-understanding and quiet devotion to service in the Rotary sense he has hoped that he may become rather the upbuilder of the railroad system which depends upon the earlier achievements of Newcomen and Watt and Stephenson.

So, more and more attention was given by the board to the division superintendents, whom we in Rotary call district governors. More and more attention was given to full and practical cooperation between the several divisions which comprise the system. There were "forms" to devise or improve. There were even "thru-routings" to be ordered that the responsibility and the pleasure of club visiting might be further divided among the members of the board.

While we sat thus as work-mates we were joined by him who was the International president after the Houston convention. The company now included: the man who captained the preparations at Cincinnati; the man who drew the educational pamphlets of Rotary; the man who represented with fine dignity our brothers of Canada and the British Isles; the man who has been the foreman of the Rotary works thru its whole life; and three who had known the zest and the humility of the International presidency.

Could we have taken a poll, the rest of us, as we looked up the table toward its figure in gray, I know in my soul we would have given thanks for the

gift to Rotary of managing ability, of quiet devotion, of unassuming self-measure, of present large value, which were bound up in the choice of the new president made in Cincinnati.

From that day until now, when the air is redolent of Christmas spirit, I have been pondering the watchfulness of the Great Father over Rotary. He has blest us more than we have known. He has saved us from our own mistakes. He has given us more than competent leadership and more than willing service in every company of Rotarians in all the world. His latest gift for which we may all be glad this Christmas, it seems to me, is the particular skill which Rotary needed for this particular year of her life.—*Allen D. Albert, Immediate Past President, I. A. of R. C.*

* * *

The Badge of Service

At this time of the year, set aside to celebrate the birth of him who brought the message of peace and good will to all men, it is fitting that we of Rotary stop for a time and look ahead; look ahead and visualize our goal.

Rotary is destined to be a powerful influence for good in this world's affairs, but it cannot take its proper place until we men of Rotary have gotten into our hearts, and have put into daily practice, its principles and ideals. For, after all, we shall be judged, not by what we say but by what we do.

So, let us make the emblem of Rotary in the minds of all people, stand as a *badge of service* to all mankind.—*F. W. Galbraith, Jr., First Vice-President, I. A. of R. C.*

* * *

We Are Friends!

You and I are Rotarians; ergo, friends. What an exceptionally wonderful privilege it is to be able to count one's friends in the tens of thousands! And what a delightful privilege it is, thanks to the courtesy of the editor, to be able to greet you at this season, and to express my hope that the joy which comes from genuine service may be yours. There is one thing I would wish further—to walk down Peachtree Street in Atlanta, arm-in-arm with you on a rare day in June, A. D. 1917.—*Rufus F. Chapin, Treasurer, I. A. of R. C.*

* * *

The Mission of Service

To the Rotarians in all the world: Greeting! May all that is good come to you this Christmas season, and help you in your mission of service to bring all that is good to each of your fellowmen.—*Joseph M. Connable, Sergeant-at-Arms, I. A. of R. C.*

Educating Children for Life Work

THE development of intelligence and efficiency in the conduct of business, in the administration of government, and in the enjoyment of life, depends upon proper education during the years of childhood.

The things to teach the children are:
 1st—To think clearly, logically and fairly.
 2nd—To express their thoughts in like manner.
 3rd—To understand the thoughts of others in like manner.
 4th—To start life on the Rotary principle of **SERVICE ABOVE SELF**, being relieved of all worry of apprehension by the knowledge that **HE PROFITS MOST WHO SERVES BEST**.

5th—To understand that the activities of manhood are merely an intensifying and widening out of the activities of childhood and youth, and that the spirit of service is the same from the beginning to the end of human life.

A Rotary Tale of Two Cities

By Dean J. L. Kesler, Rotary Club of Waco, Texas



FTER listening to a magnificent lay sermon by Allen D. Albert, I went home and wrote this parable of a tale of two cities:

The first was a little city in a far away land, inhabited, as Zenophon would say. It was beautiful for situation and all the tides of commerce set in that direction. Everything seemed to point to its prosperity. Men came and pitched their tents by it, and bought and sold and got gain, and made merchandise of many things. And some grew rich and some grew poor, even as we have seen it in our cities.

But in that city men forgot one another and thought only of their gold. They thought of getting service from one another but they did not think of giving service voluntarily to one another. No man thought of another to help him, and honor had its price in the market place.

In that city competition was the law of trade, even as in ours, and soon it became the law of life, and the devil took the hindmost. Selfishness was the city's god, public spirit vanish't and antagonisms bore heavy upon commerce and industry. Their motto was "Make money—honestly if you can—but make money". They didn't have time to make friends or to be kind, and there were no flowers there.

The city prospered in trade for a day and then was numbered with the dead; for they loved money and forgot men. The city's life is the life of its citizens and where the spirit of service is not, there already is the spirit of death.

There was another city and it too was in a far country and stood hard by the marts of trade. Men came and pitched their tents by it and bought and sold and got gain and made merchandise of many goods. And some grew rich, but no man forgot to help his neighbor, for the law of that city was the law of service, and the spirit of that city was the spirit of co-operation. Its life was built about the practice of the Golden Rule and in it was great friendliness, and there were flowers there.

It was a beautiful city, beautiful for situation, beautiful in all the qualities and appointments of its life. There were playgrounds for the children. The streets were

clean. The parks held a welcome for all the people. The water, the milk, the meats were pure, and so were the men. Vice was not an asset for the city's revenue. A great wholesomeness and cleanliness and care for one another made it a city of constant fascination and charm, unique, and beautiful.

Men came and went, and said, "I like the city, I like the city!" And people came and dwelt in it, and built up many industries in it. For they said, "it is a good city to live in." There men were brothers. There men had learned how to live the serviceable life—happiest because helpfulest. And the city grew—it could not be hid—and it took its place in the sun.

It was the spirit of Rotary. For where love is, there is the brotherly life, and where service is, there is a friendliness that satisfies life. Brotherhood and service are sinews of commerce and the builders of success.

That is the tale of two cities, but the tale is not ended.

An old professor, curiously learned and strange, determined to decipher the origin of these cities. In a scholarly research he found their lineage and descent.

There were two glendoveers, red and violet, farthest apart of the children of light. These came to earth, but had no dealings with each other. Where their feet toucht the soil a strange thing was born. They called it Alienation. From this the first city sprang and lived its alien life and died. Its men were strangers.

At last these two glendoveers, red and violet, determined to take a long journey to see all the stars. In the great stretches of the sky, a kindlier light sprang up between them and where they toucht, was a purple border. The purple border grew as they mingled their lives and it was very beautiful. They came back to earth and where they toucht the green sward, purple violets sprang up, and there was a great friendliness there, and service, which are the gifts of love; and of these two, the second city was born. It is the city of the brotherly love. Its tasks are social.

The clock strikes twelve. Brotherhood and service, the spirit of Rotary, are immortal. He profits most who serves best! A new order cometh!

The Christmas Spirit and Rotary

By Charles Frederick Chapman, Rotary Club of Butte, Mont.

TO ASK ourselves in a time of extreme materialism, of military invasions, of world-wide commercial competition, what is the spirit of Christmas, takes a hardihood of soul which is not easy to muster.

To imagine one of these mighty forces as rising above its competitive scheme to see the prophetic mission of commerce, takes a sweep of vision which is the gift of only a few. Few of us ever get past the main chance, fewer still rise into that fine region of thought where kindness tempers competition. And only the prophetic souls can see the one far-off but human goal to which the hosts of commerce roll.

Rotary is the rolling of commerce and business to some beneficent end. It is the plea for a heart in the midst of the din; the plea that men who do things should do some things right; the call of right thinking men to indifferent men to stand together for law and order, for citizenship, for national permanence.

What is the ultimate utility of commerce and business? Its ultimate utility is its reason for existence. The measure of utility is the measure of value; the measure or conception of measure of ultimate utility will give us the (ultimate) measure of ultimate value and final reason for service.

Money is the meaning of business. So we have reversed the scriptural saying to read, "With God it is impossible, but not with money; for with money all things are possible." But thanks to the relation of all things to all other things, meanings have meanings of their own and money is not ultimate, tho it has its own utility.

The man who invented the idea of Truth may have been a trouble-maker but he was a prophet. The man who discovered the idea of Virtue made us all fearful of a number of things and gave us a peep into nature's gift shop. The man who called upon the people of the world to look into our mirrors for a picture of Honesty, has sent

a host of people around to break the mirrors of the world.

The ultimate utility of everything, including business, is the right kind of a world in which to live and rear our children. The religious conception of this is that wonderful harmony which comes from discovering and then obeying the laws of God, the secular statement of it summed up in the word, happiness.

What is the ultimate use of obedience to laws, even the laws of God? Certainly the answer to that question has always been service to others. What is the ultimate use of happiness? Certainly to give happiness, for we must give only what we have, and service and happiness are twin sisters. The ultimate object of money is opportunity, and the utility of opportunity is social obligation, and this means service.

Now it is useless for anyone to dub the Truth-bearers as fanatics; or the Virtue-vendors as officious; or the Honesty-dealers as crazy optimists. It is the tendency of language to get as big a meaning into words as they will hold; so in Honesty resides the whole world of business; in Virtue a whole world of right social conditions; while in Truth the whole universe is bound to law and a perfect service.

Rotary is the rising of men of varied commercial activities up to the idealism which shines above their own little world. The reason of many a man's life-long struggles is recorded in the Probate Court. Aside from that and his epitaph, the world often asks the reason why. We are horrified at the dreadful slaughter in Europe today, but did you ever wonder at the sacrifices of the business world, and ask yourself why such brain-power should so immolate itself. Rotary is a call to rise above useless sacrifice of leadership to mere routine of business and seize some time to make leadership count for service, the very routine serve a higher end, and by so doing, to glorify the epitaph at the last by writ-

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ing it in the gratitude of our fellowmen.

What is the spirit of Rotary?

It is the spirit of a wheel, whose tire is the golden band of friendship, whose rim is the unending circle of service, whose shining spokes are the glorious radii of varied callings that run from the hub of common responsibilities to the outer circumference of a common service, bound into Rotary by the tire of our mutual esteem.

It is the spirit of the planets, whose infinite activities reach the uttermost boundaries of the heavens and serve the universal order with a perfect service, where planet rolls by planet with noiseless pace; whose orbits are the interlacing spokes of the glorious heavens, rotating round the hub of a common sun, singing a song of service which would tax a seraph to comprehend.

There, in those infinite reaches of the planets, we are told in the love-touched legend of a great religion, a wondrous star appeared, known only to those wise men who studied the heavens, a star of portent and prophecy, the Star of Bethlehem. It was the Idealism of a world shining out above the world's deadening routine, a star which, however the star-gazers may misread it, came simultaneously with a new advent of human hope, a star to which the Christmas spirit turns our thoughts after twenty centuries have past.

Did the heavens open, and did the seraph host sing, "Peace on earth; good-will toward men"? Surely it was a transaction in which the heavens could not be silent. For the Prince of Peace was born in a manger under the silent gaze of the planets. Leadership had always been a leadership of war. We have not learned much yet, but we have the message of a Prince of Peace which will yet dominate the common sense of mankind.

Wanted by President Klumph,

International President Klumph has been asked to suggest a name for a woman's club in a western city of the United States, which now calls itself "The Woman's Rotary Club." This club will discontinue using the word "Rotary" as soon as a satisfactory substitute is offered.

It is quite likely that the name finally chosen will be adopted by similar women's clubs of other cities, and thus become national in scope, just as

Call him Prophet, or son of God, he brought a message worthy of a God. He pictured a world in the imagery of heaven. He taught a Truth which needs a God to make it true. He gave us virtues worthy of a seraph, and lived an honesty that challenges human nature. He brought the Christmas spirit of peace and good-will; the spirit which idealizes the little child, which softens the asperities of life and makes even strong men tender and loving.

What is the Christmas spirit? It is the deep and ingrained spirit of service.

Everyone is a servant to the little child; everyone bows to the babe; and in serving the babe we serve the race. The message of the Man of Galilee is the message of the Babe of Bethlehem, and the spirit is the same, it is the Christmas spirit and spells service, and service spells happiness.

Rotary is the meaning in the wheel of industry, the lesson from the planets, and the adoption of the Christmas spirit of service.

We sing it in different keys, each in his separate activity, but each one is finding that it will pay to sing the song of service; it will pay in happiness, it will pay in friendships, it will pay in personal influence, and it will pay in its value to the community.

Let us give a meaning to our business which is greater than money. Let us make the time we spend in its promotion count for the community's upbuilding. Let us make what we do mean service. The Christmas spirit will be a regular thing with us and the community will rise up and bless the name of Rotary, because it means the everlasting aspiration after the Ideal which ever lies just ahead of us.

For the achievement of this service we cannot mark time; we must go forward; we must sing together.

a Name for a Woman's Club.

the name "Rotary" has come to be the name of all men's Rotary clubs in the International Association.

President Klumph takes this method of inviting all Rotarians to help him find an appropriate name for these women's organizations to use, and requests that suggestions be mailed to the office of the International President, Parlor M, Hollenden Hotel, Cleveland, Ohio.

The Children's Faces at Christmas

By P. W. Horn, Rotary Club of Houston, Texas

THE visitor who goes from room to room and sees the children of the schools at this season of the year, sees the most wonderful and most beautiful moving picture in the world.

He sees the faces of the children lit up by the light of the Christmas season. He sees an infinite variety of them. He sees little girls and little boys, bigger girls and bigger boys, and well nigh grown young ladies and young men.

There is every variety of hair and of eyes, of skin and of costume.

There are thousands of children whose faces show that they have bright, eager, alert minds, with the full possession of all their senses. There are a few who are not so fortunate. For instance, there is that one special room of children to whom God, for some reason, has not given those rich gifts of mental ability which He has given to most. Then there is that other room of children who can neither hear nor speak, but whom a sympathetic teacher is so teaching that they can, in some measure, obtain these gifts. These are rooms where tears are likely to come into the eyes of the visitor if he stays very long and sees what is being done. Nevertheless, the children seem well nigh, if not quite, as happy as those children to whom God has given more.

At the Night Schools

Then there are those other faces which the visitor sees when he visits the school rooms at night. These are mostly faces of older people. There are, however, many faces of children among them. They are the children who, for some reason, chiefly of necessity, are working in the daytime, and who must learn what they can at night. There are also among these the faces of grown men and women. Many of them have been in America only a short time. They work in the daytime and come to school at night, in order that as quickly as possible they may learn to become good American citizens. There are Russians and Germans, French and Austrians, Mexicans, Bohemians, and what not. Their respective nations may be at war with each other on the other side of the water, but here in the schools of America their children sit side

by side in peace. It is a wonderful privilege that the schools of America have at this season of year, commemorating the birthday of the Prince of Peace, to furnish a spot where the children of the nations of the world may sit together in peace.

Is it not a wonderful moving picture which the visitor to the schools sees at this time of year?

It is not only wonderful; it is beautiful. There is more beauty in the faces of children than in the faces of grown men and women. Some grown people are beautiful, but comparatively few. It is the other way with children. Practically every child at four years old is beautiful. God is lavish with the gifts of beauty which He gives us to start with. Sometimes we do not care for these gifts as we should. Sometimes the beautiful countenance which God gave the little child is later on written over by passion, or selfishness, or evil thoughts, so that it ceases to be at all beautiful. The little child, however, has not had time thus to mar the beauty God has given him. Consequently most faces of children, and all faces of little children, are beautiful. The faces which we see today in the public schools, or around the family fireside, are the same faces that the old artists tried to paint when they represented the faces of angels.

A Moving Picture

And at this season of the year child faces are particularly beautiful. Why? At Christmas time every child's face is to some extent lit up by the light which shone around the cradle in the manger of Bethlehem. Every child's face has at Christmas time at least a touch of the beauty of the glory that shone around about the shepherds when the angels sang their song of Glory to God in the Highest, and Good Will to Men. Every child face that is as it ought to be at Christmas time is lit by at least four lights—the light of youth, the light of joy, the light of love, and the light of the Star of Bethlehem.

But not only is this picture of the face of the children a wonderful picture and a beautiful picture; it is also a moving picture. Children are not much for stillness.

They move hither and thither, and it is well that they do. If we ever grow impatient when they turn and twist and wiggle as much as they do, we forget that this movement is God's own law of life and growth. The very expression on the little faces is hardly the same any two moments in succession. Their smiles come and go as the sunlight changes with the shifting of the mist and the moving of the clouds. The children themselves change. The little girl of a few years ago with short dresses and her curling ringlets is now a demure young woman, such that we hardly know her. The boy who was interested in tops and marbles last year is thinking of football and automobiles now. The picture of the schools is indeed a moving picture. The grown man who would do anything to help must do it now; for tomorrow the boy will be another boy, if indeed he is not a grown man.

Animus of their Activity

The children are doing a great many things as they move. They are passing into and out of the school buildings. They are waving their hands to show that they wish to answer our questions. They are at the blackboard working examples in long division, or calculating simple interest. They are making furniture in the shops, or making bread in the kitchens. Whatever they are doing, the picture is full of life and motion.

And whatever they are doing, it is partly for the sake of the thing itself, and partly for the sake of the thing to come. They are doing tasks that are worth something, in themselves, but that are worth far more as preparation for other tasks that are to come. The baby who crows and jumps and wiggles in his mother's arms is doing something that is worth while even now.

He is building up his own little muscles. But far more important, he is getting ready for contests and struggles into which he shall enter when he is a grown man, for which he will need the very most of strength he can acquire.

And what is the part of the teacher or the parent in this wonderful moving picture? His part is fully stated in the words used by Jesus with reference to all other children: "Suffer little children to come unto me; and forbid them not: for of such is the kingdom of heaven."

Duty and Privilege of Adults

There, plainly stated, is what the good teacher or the good parent ought to do; simply to suffer or permit the little ones to develop along those lines on which the Great Father intended them to develop; not to repress them or to force them to be other than what they are; having full faith in the doctrine that the real working out of the child's real nature will be for good and not for evil—"for of such is the kingdom of heaven."

I congratulate any grown man or woman whose privilege it is to be associated with the children at this time of the year, whether that association be in the school room or in the home. It is not easy to be worthy of this privilege.

No one is worthy to be either a teacher or a parent who does not see the beauty in the faces of the children or hear the music in their laughter.

No one is worthy of this privilege who becomes impatient with the natural movement of the children or with the sound of their voices as they play.

No one is worthy of this privilege who cannot see at this season shining over the faces of the children the glory that shone over Bethlehem.

The Halfway House

By W. H. P. Anderson, Rotary Club of Paris, Texas

There's a house with many windows
Standing by the road of life,
That invites us in to shelter
From our burden and our strife.
'Neath its shelter there is comfort,
Happiness, and peace of mind;
But we seldom journey onward
When the Halfway House we find.

On each window of this dwelling
An inscription we may read.
One is pleasure, one is passion,
One is rest we often need.
But if we would reach the summit
On the highway that we choose
We must never stop or linger
At the Halfway House of ruse.

Hampstead Garden Suburbs

By Wilhelm Bernhard, Rotary Club of Chicago, Ill.

In this article, the third in the series on industrial villages, Rotarian Bernhard describes one of the famous garden cities of England, and indicates how the principles proved valuable in Hampstead Garden Suburb may be applied to American conditions.

HAMPSTEAD Garden Suburb in England is a notable example that an organically developed industrial village with first class improvements can be made to pay. Mrs. S. A. Barnett of Toynbee Hall is largely responsible for the creation of this most inviting and unique village. With the assistance of many influential people, the site was bought in 1907. The land was originally a pasture, with old trees on it. The main idea here was not only to build an industrial village, but to provide accommodations for a varied social life; to combine different classes of citizens in one settlement.

The objects in building up the village have been set forth by the late Hon. Alfred Lyttelton: "We wish in the first place to have pretty and wholesome dwellings with gardens and open spaces at hand. We wish in the next place to have an orderly and well designed plan of the estate, so that each house may be placed with a regard to every other house. We wish to make the life of the Hampstead Suburb a life in which men shall have an understanding of each other, in which the poor shall teach the rich and in which the rich, let us hope, shall help the poor to help themselves."

A glance at the map shows the comparative irregularity of the street layout. The ground upon which the suburb is built was

uneven and the streets had to be adapted to existing topographical conditions. At the same time advantage was taken of the irregularity to obtain street vistas and pictures of an artistic quality, rarely seen in American cities.

Raymond Unwin, in whose hands the laying out of the suburb was intrusted, writes: "The drives have been extensively used in developing the estate and many

different groupings of the houses have been rendered possible by their use, which would have been impracticable without. These very small roads are usually constructed very much like the drive



Working men's flats, 5/- per week, HAMPSTEAD SUBURB

to a gentleman's house, the actual width varying from 12 to 16 feet, according to circumstances, a full twenty feet being set apart from this for the roadway, but the remaining portion left as a grass margin. Suitable turning places had to be provided, and many different arrangements of these roads will be seen planned to increase considerably the number of houses commanding the outlook and at the same time to provide quiet sites for the dwellings away from the dust and noise of the highway."

That is another novel feature in planning our suburbs. Americans generally adopt one width for city streets, say 50 or 60 feet, and build all streets alike. The modern tendency however is to use large streets for main thoroughfares, and reduce the size of less important streets, thus saving ex-

penses in constructing and maintaining the streets. A minor residential street ought not to be wider than twenty feet.

The buildings have been designed by architects of known professional standing. Good architecture costs less because it is planned right from

the beginning and does not need costly adornments and gingerbread to conceal obvious mistakes. The same principle applies to laying out the streets. Streets and buildings ought to be planned by one man, because only thus can he have a clear picture of what the ultimate result will be. We see in Hampstead what results can be achieved if things are done right from the beginning. The improvements of streets in Hampstead Suburb have cost less than in adjoining suburbs, planned on a checker-board system.

Ample provisions have been made for parks, playgrounds and garden spaces. Mrs. Barnett defined the purpose of Hampstead Garden Suburb, "in making a bit of God's earth beautiful for generations ahead."

The Hampstead Co-partnership Housing Estate is situated so as to be accessible to a large centre of population and with security for building purposes on terms that permit of average rentals. The company obtained possession of the land on a lease renewable every ninety-nine years. Originally

it contained 240 acres. To this, a tract of 412 acres has been added. Like the rest of the estate it will be planned not piecemeal, but as a whole and will follow the gen-



Willifield Way, Hampstead Suburbs

eral lines of development.

The three Hampstead Co-partnership Societies have secured the necessary capital by issuing the usual loan stock and borrowing some capital on the mortgages of the occupied houses at 3 1-2 and 3 3-4 per cent interest.

The three societies, The Hampstead Tenants' Societies, The Second Hampstead Tenants' Limited, and The Hampstead Garden Suburb Trust, by joining interests, have secured a large tract of land and a larger capital, and are in a position to give more adequate accommodation and let their tenants enjoy and share in the life of a much larger community.

The whole scheme is a thorough success, the only difficulty having been to build the houses fast enough to supply the demand.

All houses are designed on economical lines and have all the modern conveniences, such as water, gas, electricity and baths, etc. In planning the houses much skill has been exercised in securing the maximum amounts of sunlight in living rooms and bedrooms.

The societies, from the beginning, made it mandatory that not more than twelve houses should on the average be built to the acre and that a generous amount of land should be left for open spaces and games.

Each tenant investor must take up £50 (\$250) of loan stock or the equivalent of two years' rent. If he wants to invest still further, he can do so, but land speculation is



Tennis courts and houses, Hampstead Suburbs

discouraged. If the tenants, for some reason, have to quit the estate, the full amount of their investment is paid back to them.

The Hampstead Tenants Limited has extended the range of co-partnership in providing accommodations for aged persons and widows who

otherwise would have to live alone. A living room with bedroom is provided for each person, while a special part of the establishment contains a general oven, baths, laundry and drying room. The rentals are low. The building has an inner court with lawn and flowers.

From a study of the map, we find a neighborhood center, containing stores and general necessities for life, a library, etc.

There is no question but that the Hampstead Garden Suburb has been a commercial success. The trust now pays a dividend of 5 per cent and the various societies find the terms suitable for their purpose.

The principles on which these industrial villages are built up are sound, and have been adopted in almost every civilized country. It is certain that Americans too will have to adopt them, encourage the decentralization of suitable industries, and create industrial villages around them as a nucleus. This, however, is not a matter



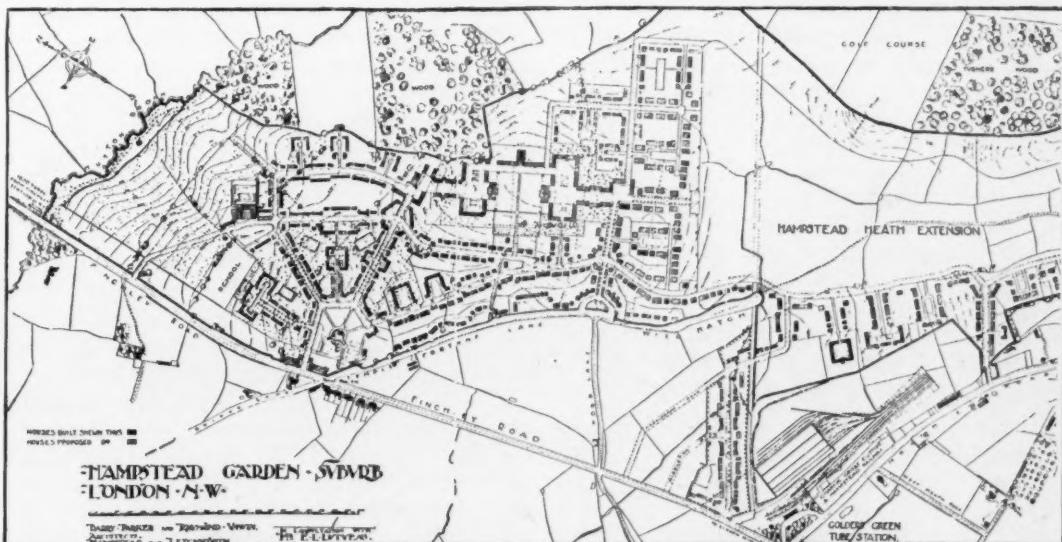
"Georgian" houses, Linnell Close,
Hampstead Suburbs

for municipalities, but rests on the imaginative qualities and personal initiative of individuals and private corporations. The American system of transportation with a universal 5 cents fare speaks decidedly in favor of such decentralization.

Suburban development of industrial vil-

lages insures a plot for each family on which to raise poultry, vegetables and fruit and thereby increase the family income. If a man living in the country is out of employment he can generally manage to keep himself and his family alive with the help of his plot. He may not have any luxuries, but he certainly is better off than his fellow worker in a congested slum district. If there is good transportation and good housing offered the wage earner in the country, he will realize the advantage and move from the city, at the first opportunity. It has been shown that this kind of decentralization of industries has been profitable to the manufacturers and workmen alike.

The question of properly feeding the population in an industrial village is a field where great improvements can be made in the future. Unconsciously, our whole modern life is demanding and creating cooperation, which, when regulated,



Ground plan of Hampstead Garden Suburb

tends to provide for our comfort. A central kitchen would be economical as well as practical, with possibility for meals and service furnish'd from the center. It could be run either on cooperative basis or as any other business enterprise. The saving made in gas and electricity and in the purchase of food in large quantities will more than outweigh the extra expenses in running a central establishment.

Ebenezer Howard wrote about this: "I wish to lay before you a proposal which has, I believe, wrapt up within it part of the germ of a new, brighter and juster and happier social order, an order, too, in which woman will play a far larger part than she plays today. My proposal is cooperative housekeeping so extended as to be available for people of all classes. I imagine then, as the scene of one experiment, an area of four acres, situated preferably in a garden city, that is, in a self-contained town, at once residential, agricultural and industrial—a town with goodly gardens attacht to all the cottages with parks and open spaces, and with a belt of green fields permanently encircling it.

"I imagine that our four-acre estate is within half a mile of numerous factories, some of which give employment to men, others to women—factories run distinctly as business enterprises, but run, too, by men and women who have sense enough to know that working people who are of infinitely more value and importance than machinery, should be fed as well, cared for as well, sheltered as well, their powers and capacities as well studied, so that they may work smoothly without fuss or friction, and with much real joy in life, as an electric motor displays to one's imagination."

This idea was imaginatively conceived by Howard in 1898. Nobody could have imagined that out of one thought such a movement could have sprung. All over the world, in practically every civilized country on the globe, we have the tendency if not the actual fulfillment of it. And Hampstead Garden Suburb is one of the finest examples of this fulfillment, an area on which expert town planners have exercised their highest skill to the mutual benefit and advantage of both capital and labor.

Rotary Clubs and the Jovian Order

Extracts from an editorial reprinted from the September, 1916, issue of *The Jovian*, the monthly magazine of "The Jovian Order," an organization of business men connected with the electrical industries.

THE Jovian Order was, in its original conception, an organization made up of individual members paying dues to an international board and headquarters, known respectively as "Congress" and "Central Offices." As the Order grew in membership, local chapters, or "Leagues," were formed, but the first principle of centralized direction remained and obtains today. It is true, however, that Jovian laws and procedure once sufficient to effectively govern Jovianism, adopted without complete knowledge of the needs that would arise, now require change and amendment.

The history of the Rotary organization, as we understand it, shows a development the reverse of the Jovian. As first organized, Rotary was represented by local clubs only. These clubs were affiliated only in that they practiced similar principles; individual membership did not extend beyond

the local body. As the number of Rotary Clubs increased, the need for and great advantage in federalization was clearly demonstrated.

The result for Rotary was the creation of the "International Association of Rotary Clubs," with officers representing all the territory covered by Rotary elected at annual meetings, central offices, a monthly publication, and other features.

Rotary represented in the past only by a number of independent local clubs, with only haphazard cooperation and affiliation, duplicated exactly the arrangement that has at times been voiced as sufficient for the electrical leagues; yet Rotary quickly discovered the error of that plan and the urgent need for federalization. It operates today under the latter principle as an effective, successful instrument, growing marvelously in numbers and constructive influence.

Big Game of British Columbia



By Charles H. French

Caribou traveling in the snow in the barrens of British Columbia

IN the January, 1916, issue of THE ROTARIAN, I told some simple facts in connection with a hunting trip in that part of British Columbia known as the Cassiar. I propose to tell now something in connection with the noble animals, known as big game, which abound in that locality.

During the earlier history of British Columbia, each big game animal had its own peculiar economic value to the aborigines who lived in that part of our fair country. This is true to a great extent even now. The skins of all these animals were utilized and the flesh of all was eaten and even today the moose is to those Indians what the buffalo was to the prairie Indians, the seal to the Eskimos, and the salmon to the coast Indians. Up to a few years ago the caribou held first place, but today the moose has this distinction in the economic life of the Indian.

Caribou inhabit all the northern part of America north of about the 50th parallel of latitude and are more abundant in the barren lands than in any other section. Here they have plenty of moss which they practically live on, and have been known to travel in enormous bands. Coming further south we find their habits slightly changed by the nature of the country.

In the Cassiar, bordering on the Yukon territory, I believe they attain perfection in size, color and general condition, and prior to the seventies, were prized especially by the Indians in that part of British Columbia for their peculiar

economic value. Caribou flesh was highly esteemed, its skin was most valued for clothing and for sleeping mats, and the sinews from its legs furnished thread for sewing, for making fish nets, bow strings, etc. Its horns and bones furnished skin dressing implements, knives, spoons, awls and other tools. Ornaments were also fashioned from them.

The caribou range, during summer, mostly high up in the mountains. In the fall they band together and are driven by the snow from the highlands to the lowlands, and at this time are fat and well furred.

In the days prior to the advent of the Hudson Bay Company and the introduction of flintlock guns, caribou were hunted in the most primitive fashion, mostly during the early winter and later when the snow became too deep for them to travel

fast. In the vicinity of Dease Lake and northward, they were quite plentiful and in hunting them the natives built corrals and brush fences, which were constructed in such a way that when the corral was full of animals, the Indians could kill them with spears or even with knives, by reaching in from the outside of the enclosure.

Another means of capturing them was by snaring. The snares were made by twisting green hides into ropes, something after the style of a lariat. Caribou are fond of the open, so long fences of poles and brush were constructed in an open spot frequented by the



A mountain goat in wilds of British Columbia

animals. These fences had openings left here and there large enough to allow the animals to pass through. Over these openings, snares were fixed and the caribou were driven, by the Indians on snowshoes, up to the fence, and were invariably caught by having their antlers or their necks en-snared while trying to pass through.

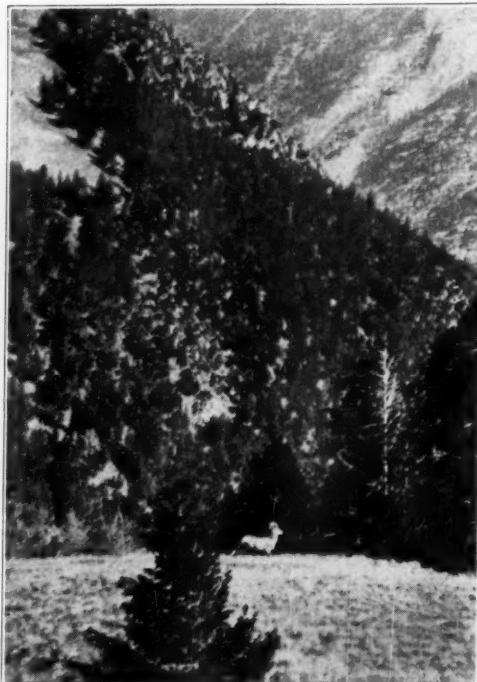
Caribou travel through snow in single file, and when the leader tires he drops out and the next one takes the lead for a time, and when the snow reaches a depth that makes it impossible for them to move, they select a timbered spot where the moss hangs from the branches of the trees, and here they stay until spring. All their summer and fall accumulated fat is quite necessary to carry them through these few weeks of food scarcity, and it can readily be understood how easy it was for the Indians, who were very expert with snowshoes, to kill every animal found yarded up. Their main protection was their starved condition at this season, and I believe they suffered more from the timber wolves than from the natives.

These noble animals will fight when necessary, not only with their horns, but with their front feet, by rearing up on their hind legs and striking; therefore, the Indian did not risk getting too close unless he had a brush fence between him and the animal.

The history of the presence of the moose in this section, I am told, cannot well be accounted for. It is believed to have been a habitant of all this region in earlier days but for some unexplained reason the animal almost entirely disappeared in 1800, to make its appearance again in large numbers in 1877, since when they have steadily increased and have extended their range west far below Telegraph creek and south even to the Fraser river and Giscome, but not in

any great numbers. They apparently thrive well and are very fond of the long pointed-leaf willow which lines every lake and river in that section. A trip in a canoe down almost any river will be rewarded with a sight of them eating from these willows or grazing on the long, tender grass that comes up above the top of the water of every slough or shallow bay. The headwaters of the Tuya and the tributaries of the Taku, I believe, are the most favoured resorts of these stately creatures. While they perhaps exceed Cook's Inlet

moose in size, the spread of their horns is hardly so great. On account of the great length of their legs it takes a very deep snow to make them yard up, but when the snow does get too deep for them, they yard up just as do the caribou. If you want to see moose fight, just intrude on one of their yards and you will have to shoot quickly or they will very soon put you past being able to shoot. They are killed by the natives in the fall in large numbers, and their flesh is dried and preserved for lean times during the winter. The skins are tanned and used for making moccasins and clothing, besides being cut up in long strips for snowshoe babiche.



Mountain sheep, "snapped" on the run. The photographer could not get close enough for a larger picture

The mountain sheep is found in abundance across from Telegraph creek, high up in the mountains. The Iskoot, Nahlin, Shesley and Teslin countries also are favoured spots. It is very wary and could never have proved easy prey to the natives when they had to depend on primitive arms. Now that modern rifles are owned by every native, the story is different. The mountain sheep is graceful and its flesh is the most delicate of all animals of the continent. Its skin makes ideal sleeping mats, its horns after boiling can be cut, shaped and pressed into dishes,

spoons, tools and ornaments that have always had a ready market with the coast Indians.

The mountain goat is also plentiful in this region, and was hunted and made use of in about the same way as the sheep.

I now come to perhaps the most fascinating of all big game—the bear family. The black, as well as the grizzly, are abundant throughout the mountain districts. They are hunted by the Indians for their flesh and pelts, and many a thrilling story of incidents in these hunts has been told around the camp fire. The grizzly bear is especially feared, because he is hard to kill and will fight to his last breath. As you know, all bears in cold countries hibernate and



Two fine specimens of British Columbia mountain sheep



A big bull moose at rest on shore of a British Columbia lake

with the first sign of spring wake up and go outside. At this time their pelts are the most valuable, consequently then they are hunted diligently.

Nearly every Indian who hunts bears has several small dogs that he keeps for no other purpose.

The crust on the snow is very hard and every night enough new snow falls to show a trail very distinctly. Starting out up a mountain side the trail of a bear is discovered, then the dogs follow it at top speed and by the time the bear is overtaken they may be miles away from the hunter. The little dogs do not mind this but immediately surround Mr. Bruin and by barking and biting keep him almost in the same spot, going round and round until the hunter arrives on the scene and immediately stops the fun by a well directed shot from his rifle. During the berry season deadfalls and snares are used and later the bears are hunted just as the sportsman hunts when he arrives on the scene.

The Farm of To-day

We've bathed the bossie's tootsies, we've cleaned the rooster's ears;
 We've trimmed the turkey's wattles with antiseptic shears;
 With talcum all the guinea hens are beautiful and bright;
 And Dobbins's wreath of gleaming teeth we've burnished snowy white.
 With pungent sachet powder we've glorified the dog,
 And when we have the leisure we'll manicure the hog!
 We've done all in our power to have a barn de luxe.
 We've dipt the sheep in eau de rose; we've sterilized the ducks.
 The little chicks are daily fed on sanitized worms;
 The calves and colts are always boiled to keep them from the germs.
 And thoroly to carry out our prophylactic plan,
 Next week we think we shall begin to wash the hired man.

—James J. Monlague in *The Busy East*.

Rotary Club Adopts Newsboys of City

By B. J. Griswold, Rotary Club of Fort Wayne, Ind.

THE Fort Wayne Rotary Club believes it has undertaken one of the finest things which can well come within the range of Rotary service. It has "adopted" the newsboys of Fort Wayne—eighty in number—and will hereafter keep the little fellows constantly in sight to help make them better men than they could otherwise hope to be.

The idea originated with Frank E. Bohn, president of the club. "Somehow," says Frank, "I can feel the bigness of this thing more and more as I hear the expressions of the various members of the club concerning our great undertaking. To feel that a boy not only knows that you care for him but will give of your best thought to help him in his rise to manhood, is an inspiring thought; to feel that the boy is constantly watching his Big Brother and accepting him as an example of true living cannot but make of every Rotarian a better man. Our 'little brothers' we've already made the happiest boys on earth."

Starting the Plan

The first meeting of the Rotarians and the "newsies" took place on the evening of October 31, at the Anthony hotel, when the regular monthly banquet was served. It was so arranged that each Rotarian had as his guest a newsboy who sat with him at the banquet, made his close acquaintance and planned for his future.

The boys were assigned to the members by lot—that is, place cards for the boys were assigned at the tables and each boy sought his place. Previously, however, each boy had been "tagged" with a card giving merely his name. Each Rotarian was then given a card bearing the name of the boy who was to be his guest. The boys were assembled at another meeting place and brought in a body to the hotel, where the Big Brother of each sought him out and entered the banquet hall with him.

It is not the purpose to enter upon an account of what happened. It is rather the desire to present the plan for the consideration of other clubs. The program, after the banquet was finished, consisted of lively talks, a series of feats of magic, and a serious talk devoted to the details of the plan to impress upon members and

guests alike the importance of the compact which had brought them together.

There was no sermon to the boy—merely a straightforward talk on manliness and cleanliness of character. President Bohn gave an earnest talk on the subject, supplemented by an impressive presentation of the plan by E. H. Kilbourne. Dr. Stanley M. Coulter, of Purdue university, added a splendid thought in a talk on "building a future."

The compact between the boy and his Big Brother Rotarian consists of an agreement that the Rotarian shall be a real, helpful friend; that he may be consulted at any time; that he will feel a responsibility which shall not allow him to forget that one young life, aside from those of his immediate family, is looking to him for that kind of help which comes thru true friendship; and that the boy shall visit his Rotarian friend once a month or oftener if the arrangement seems better.

"I'm going to have my newsboy come to my office every Saturday morning," said Postmaster-Rotarian Edward C. Miller. "I have great things planned for him."

Special Buttons for Boys

While they were seated at the banquet tables, each boy filled out a card giving his name, address, age, birthday, and the name of his school. This the Rotarian preserved. The boy was then given a card bearing the name of the Rotarian, together with the name of his firm and office address.

One feature of the plan which will help to make it a success is the presentation of a "Rotary Newsboy" button to each boy who has made good at the end of a six-months' period, his conduct to be reported monthly by his Rotarian friend. At the end of the sixth month, the presentation of the button will be made at an impressive service. The button is in the general form of the Rotary button, bearing the words, *Fort Wayne Rotary Club Newsboy*. Upon the spokes are the words *Truth, Diligence, Temperance, Work, Cleanliness, Courtesy, Honesty, Economy*.

The amount of publicity which the newspapers have given to the affair has turned the eyes of the entire town upon the working-out of the idea.

Salesmanship Taught by Drama

By R. R. Shuman, Rotary Club of Chicago

CONCEPTS that reach the brain thru the eyes are at least twenty times more enduring than the same concepts would be if they reached the same brain thru the ear, or, what is equivalent, thru cold type. This is a theory that has been held for years by one of the most successful business men in the United States—John H. Patterson of Dayton, Ohio. He applies the theory not only to customers, but also to the training of his salesmen.

John H. Patterson is responsible for the originating of many new and successful business methods, but perhaps one of the most novel and successful is his plan of constantly educating salesmen of the National Cash Register company for their work.

No man can begin selling for the NCR until after he has graduated from the NCR school of salesmanship. Even after he has graduated from the first grade school (of salesmanship) he is summoned to headquarters at Dayton to attend a post-graduate course as frequently as the president may desire, which is apt to be several times a year. Sometimes as many as 500 representatives are present. These post-graduate schools really are conventions that are inspirational from start to finish and the enthusiasm with which the men participate in their own salesmanship education is remarkable.

At such a convention held recently, the salesmen were taught a new and larger lesson by the dramatic method. A complete story was acted before them.

The story, in brief, was the rescue of an old declining business which was already heavily in debt, and its re-organization and

revolution by the adoption of new and safer accounting methods.

Acting It Out

The first scene showed the original store of one J. Blank, a grocer. Mr. Wilson, one of the general agents, took the part of the grocer, assisted by two young men from the office, who acted as clerks, and by Miss Henning, the head of the addressing department, who played the part of the grocer's wife.

President Patterson enacted the role of the NCR salesman, and the diplomatic and kindly manner in which he overcame the objections of Mr. Blank and his wife and showed them how they were losing profits that justly belonged to them, taught its lesson in a graphic and realistic manner. Mr. Blank and his wife finally were brought to a point where they both wanted a new machine, but neither felt that they could afford it, because they owed the bank \$1,000 and their wholesaler quite a large balance, long past due.

Entering into their problems with the most cordial sympathy, Mr. Patterson volunteered his good offices with the banker and one of the scenes of the play showed Mr. and Mrs. Blank and Mr. Patterson entering the office of the president of the First National Bank.

Mr. Patterson explained to the banker in detail how Mr. Blank was doing a good business in a good location with a good class of people, but that he had not been making any money simply because of numerous leaks and losses which the new 1916 model National cash register would stop.

The bank president quickly sensed con-



Model store scene in drama to teach salesmanship, enacted at National Cash Register company's school of salesmanship at Dayton, Ohio

ditions, and in spite of the fact that Mr. Blank's note was long past due, agreed to extend the note, and advised him by all means to put in the new register and adopt business-like methods thruout his store.

In the same manner the wholesaler was visited. Apparently Grocer Blank's account was in such bad condition with this wholesaler that things had just about come to a crisis, for neither Blank nor his wife nor Mr. Patterson were even invited to take seats when they entered the office. After a very earnest and business-like explanation on Mr. Patterson's part of what the new store system would do for Mr. Blank, the wholesale grocer finally not only gave his consent, but told Mr. Blank he believed that that was the way out for him at last.

In a similar manner the friend who had endorsed Mr. Blank's note and the landlord of the building in which his store was located were won over by Mr. Patterson, and the new register was at last installed.

A Glad Transformation

A lapse of a year, then, is supposed to take place, and the next scene showed Blank's new store twice the original size, with everything beautiful and clean, system everywhere, and prosperity reigning supreme. One act gave a glimpse into the Blank home where Mrs. Blank was giving a little tea party to women friends, wives of retail merchants. Mrs. Blank praised Mr. Patterson and gave him and the NCR credit for the new prosperity which had come to them. They now have the new player-piano which she so much wanted; an automobile; their home has been refurnished; the air of worry which had shown lines on her face the year before is replaced with an air of contentment.

At no stage in any of the scenes of this little drama was anything overdrawn, and the earnestness and naturalness and sincerity with which each NCR man or woman went thru his or her part was simply an index of the earnestness and sincerity and

devotion to their work, which seems to characterize every NCR employee.

More than a thousand employees from office and factory were invited to leave their work and come to the big Auditorium to witness some sessions of the show, including, at one time, almost the entire force from the tool room.

One day of the convention was devoted to a tour thru the factory. At every department visited, the foreman or some other employee delivered a talk to the salesmen, explaining the kind of work that was being done in that department.

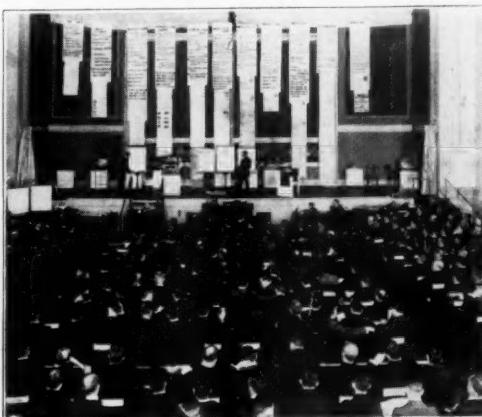
A Continuous Performance

A large company dining room, occupying the tenth floor of the administration building, served three meals a day to these salesmen, making it unnecessary for them to leave the plant and go down town except for the eight hours which were allowed them for sleep. Morning, afternoon and evening sessions, day after day, would be enough to tire

most men, but President Patterson, in spite of his seventy-one years, led that vast crowd of live wires the merriest kind of a chase, keeping their minds and bodies active every minute of the time.

President Patterson started his business life as a retail merchant, first as a coal merchant and later as the proprietor of a general store. From the very start of his activities in the development of a cash register his principal aim has been to devise an apparatus and a system which should be of greater and greater practical daily value to the retail merchants of the world.

From the beginning of his business career he has advocated the use of receipts in all transactions. As a coal dealer he secured receipts for every load of coal delivered and gave receipts for all payments. His ideal of a cash register was a machine that would automatically issue receipts and he has worked with this object in view.



Teaching salesmanship thru the eye at National Cash Register Co.'s school of salesmanship

Cooperation In Salesmanship

(*Ethics of Business, No. 4*)

By Philip R. Kellar, Chicago, Ill.

SALESMANSHIP is the basis of success in business. Cooperation is the basis of salesmanship—the first essential.

Cooperation is a big word and it stands for big things. It means working together for the good of everyone. It means that each person connected with a business is impelled by the same motive power, governed by the same ideal. It means that each must know his special duties thoroly and enough of the duties of others to work in agreement when their tasks come in contact with his.

Cooperation in salesmanship means that the salesman has a sympathetic understanding of the needs of the prospective purchaser sufficiently to cooperate with him for the best interests of both.

True salesmanship always works with an eye to future business and future business is based upon satisfactory present business.

The dignity which a salesman should have is that feeling which comes because he knows that he is trying to sell something of value to a man who needs it. This dignity will enable him better to understand the prospective customer's needs and to put into practice ideals of sympathetic understanding and cooperation. He will then present his case, not exclusively from the viewpoint of a salesman trying to make a sale, but from the better and broader viewpoint of a salesman trying to help a man in need make a purchase that will fill his need.

Tact and Diplomacy

Tact and diplomacy are essential elements of successful cooperation. They must be part of the salesman's equipment. When tact and diplomacy are coupled with a knowledge of his wares the salesman will succeed, and especially so when this knowledge is such that its accuracy cannot be successfully questioned.

The use of diplomacy must be a matter of individual practice and judgment. There are certain general axioms that are adaptable to each case but the principles must be utilized in an individual manner.

Most salesmen are familiar with these

points. They are mentioned here to serve as the foundation of statements which may be different applications of old truths. The chief of these is the mental condition of the salesman when he approaches the prospective purchaser. Everyone has had some experience with the defeating power of fear. Suppose at the threshhold of the office of the prospective purchaser the salesman stops, trembling inwardly if not outwardly, for fear that he will be met with such a roar about the price that he will not be able to talk service. Isn't that fear certain to lessen his confidence in his ability to present the case strongly, accurately, honestly? And if he lacks confidence in his ability to do a thing right the chances are greater that he will do it wrong. He will talk himself out of the sale before he starts talking to the prospective customer about it.

Friends Made Thru Sales

Let him try a different course. Instead of going in all confused with fear, suppose he stops and takes a few seconds to find himself. He remembers that he is going in to see Mr. Prospect about something of interest and value to him; that this is a perfectly fair and honest thing to do; that Mr. Prospect wants to be helped by anyone who can help him; and that he can be helped and his need supplied by the salesman's service.

What results? When the salesman opens the door he has that confidence in himself which comes from confidence in the rightness of the thing he is about to do, from the understanding that he will be doing a service by selling.

Sales made upon this basis make real friends, permanent friends, and the value of such a sale far exceeds the mere dollars and cents involved in the one transaction.

Prejudice against the prospective purchaser; anger over something he has said, or is reported to have said or done; jealousy of the success of another salesman and a petty ambition to make this sale just to "show him up" without fully considering the prospective purchaser's needs; these and a hundred other mean, spiteful thoughts, if entertained and retained, are

certain to lessen the ability to know when a sale is right. They cloud the mind and prevent the salesman from going to work with clear thoughts and the ability to think quickly and express himself clearly. They destroy self-confidence and the prospect's confidence in the salesman. It is self-evident that one cannot do his best thinking on one subject if his mind is occupied with something else.

On the other hand it has been proved and is being proved daily that the doubt, distrust, suspicion, etc., which the prospect may entertain will be more readily dispelled if he is approached by one whose mind is freed from thought of fear, prejudice, doubt, etc.

This is not impractical altruism or crazy idealism. It is the most practicable thing in the world of business. It is confidence

based upon good thinking, right thinking. Confidence stops business panics and business failures, among individuals as well as in the community. Business confidence is a phrase which simply means that a majority of individuals have confidence in the integrity, honesty and ability of each other.

A salesman should never forget that he is governed more by his own than by the thoughts of others. Of course, he needs to be governed by good sense. He must not strain his efforts. He should not appear honest when he is not. He must not use the appearance of unselfishness to mask a selfish desire to make the deal regardless of the customer's interest. He must never forget that he renders the best service to himself as well as to another when he is honestly cooperating with that other man, and knows it.



BEAUTIFUL BUSINESS

By Charles Henry Mackintosh, Rotary Club of Duluth

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"Business is business, and Art is art
—And the twain shall never meet?"
Why, Art is business and business Art!
The twain can never be torn apart,
For the one is the body, the other the heart
And the twain is the form complete.

"Business is sordid with self and greed
And Art is a selfish thing?"
Why, business is merely a human need,
Thought out and wrought out and done in
deed
With "Service, not self," as its modern
creed.
What more can an artist bring?

Publicity In Salesmanship

By James Dalzell, Rotary Club of Belfast, Ireland

PUBLICITY in Salesmanship is a subject so broad, so fruitful of convincing argument, and so important to business men that instead of the fifteen or twenty minutes allotted to me, a very much greater space of time would be required to deal with it in anything approaching the thoroughness which it deserves.

We all desire to widen the circle of our friendships. We all wish the merits of our wares better known. Those are quite legitimate and laudable desires. Knowledge by the public of where you are and what you have to sell is an indispensable basis for carrying on a successful and progressive business.

Now, there are two main avenues to the accomplishment of this end—the personal factor and the printed word. The personal factor includes the personality and business ability of yourself and of your representatives; and, if you are a retailer, it also includes the representation which your shop windows afford. Under "the printed word" there are three main sub-divisions—Hoarding display, Circulars and Handbills, and Newspapers, and Magazines.

The "Personal" Appeal

If you or your principal men come creditably before the public in any shape or form your business reaps an advantage, be your aim never so single-minded.

Success further depends upon the qualities of your representatives, whether they be "on the road" or behind the counters. If you are a local trader, more still depends upon what you have displayed in your windows and stores, and upon the manner in which the goods are set out.

Comparatively few people pass hoardings. A very small proportion of those who pass, look that way at all. Those who do look, see first of all the most striking poster, and when they have assimilated the message they have passed. You will be lucky if the cruel elements leave it capable of assimilation. Some of the largest advertisers have discontinued poster advertising after very exhaustive tests. Others use it simply as a follow-up to newspaper advertising.

No person who has minutely studied the

question considers the circulars and handbills method either economical or otherwise satisfactory. Handbills savour of "cheap and nastiness." It is only when circulars are enclosed and posted that any attention is paid to them. This is a good form of publicity if you are appealing to a definite and limited field, provided always that your literature is smart and dainty. It is most satisfactory when you are addressing people with whom you have had previous dealings, in which case a personal touch can be profitably and acceptably introduced.

The magazine is a cosmopolitan. It finds its way to an extent everywhere, but to a very limited extent in any one area.

Newspaper Advertising

If a purely local and provincial trade is carried on the local newspapers offer the most complete and by far the least expensive service.

Another means of publicity is your representative "on the road." How much does he cost you? Let us say £500 a year, expenses included. On the very liberal basis of fifteen calls per day he costs you 2s per prospective customer. Through newspaper advertising you could reach 6,000 people when they are in their most receptive mood for what it costs you to keep your traveller talking to a prospective customer five minutes.

I do not mean to suggest that your traveller could be dispensed with, or that the personal factor can ever be eliminated. I merely desire to point out, by placing side by side the cost of these two forces, how infinitesimal in comparison is that of newspaper advertising.

I have often been told that a satisfied customer is the best advertisement. He is, but the best customer-maker is an honest advertisement backed up by an honest article. The advertisement is the pebble thrown into the pond. The customer's recommendations to others are the wavelets which go out from the splash point and create a stir to its outermost edges.

Did you ever consider that, to begin with, a shop has really no salesman but its windows? The people inside are merely dress length cutters, parcel tiers, and cash

receivers. The goods are practically sold before the customer comes in. If you dissent from that proposition, commence business with your blinds down, and see how many customers will come in.

Your window is an advertisement, but it is less powerful than newspaper advertising because fewer people see your window.

Did you ever consider that advertising stretches your shop windows, as it were, over the length and breadth of the area that the newspaper in which you place it circulates? Advertising, therefore, is no more an expense than your shop front is. It is really dirt cheap in comparison.

Newspaper advertising has reduced the value of being locally prominent. It will bring crowds from anywhere. The man next door to your shop may be enticed miles away while you sit by and look on without being able to retaliate or to make new customers to take his place.

Advertising is not a luxury nor a debatable policy. It has proved its case.

He Never Advertised

I once called upon a good old gentleman in a jeweller's shop close by here. I told him my business with my native politeness. He was less polite. He practically told me I was a fraud. He certainly said advertising and all who advertised were dishonest. He said he had grown old in the business and had never advertised, and that he never would. If you could only find that house you would have the finest lesson of your life in how *not* to do it. The only assistant I could see was the official cat.

Place beside him one of your members here. He has *not* grown old in the same class of business—not by any means. I believe he has been only some five years in it. Yet already he has two jewellery houses which are amongst the finest in the city. I am not going beyond my own knowledge when I say he has received orders from practically all parts of the English-speaking world—certainly all parts of the North of Ireland—repeat orders, too. There is a broadening of shop front for you!

If your goods are not honest value, do not advertise them. If you do, you will only hasten the date of your disintegration. Advertising is not a substitute for merit either in yourself or your wares. It is a means to quicker sales, the cheapest, way of making more and more sales, and the man who sells quickly can afford to sell cheaply.

In placing advertising, class of circulation should be weighed as well as extent of circulation. That requires no argument.

An advertising man was offered a price for advertising a firm's fur coats. "No," said he, "you didn't offer the other newspaper that price." "Ah," said he of the fur coats, "but look at the circulation it has got!" "Yes," rejoined the newspaper man, "I saw three of its subscribers not five minutes ago standing up an entry comparing notes on the latest from the (race) course. When they come round for fur coats for their wives I hope you will let me know!" He got his price.

I am not here to depreciate any newspaper. Far from that. I only desire to point out for your guidance that if you desire the best results from your advertising, class of circulation should receive first consideration.

The wonderful force of advertising! How should we do to-day if we had not got it. The farmer long ago who had a cow to sell used to take a few days off from his work, and go around the country asking did anybody want a cow.

Sale of the Perambulator

And now I must finish. But will you let me tell you of one man I know who fairly worships advertising.

His wife decided to sell the family pram. Her husband foresaw the difficulties in the way of disposal, and he did his best to persuade her to keep it. Then as a forlorn hope he speculated sixpence on an advertisement. Both dinner and tea were late the following afternoon. His wife could have sold that vehicle fourteen times over before the day was out. A lady at the seaside was the lucky purchaser. She came down post haste by an early train and brought the prospective occupant with her. Inquiries by post came from places so far apart as County Down and County Derry.

Now, if there had been no advertising as we know it to-day how should that man have had to proceed? He must have sold that car. You who have wives will know that. He could not have confided so delicate a commission to the bellman. Could the husband have taken a few days off business and have hailed eligible looking persons, to ask them did they want one? He thanks heaven daily for the force of modern advertising. So will those who use this great force judiciously, courageously, honestly, consistently, and wisely.

Rotary Progress and Extension

By Guy Gundaker, Rotary Club of Philadelphia, Pa.

This article consists of extracts from a paper written by the second vice-president of the International Association of Rotary Clubs more than two years ago and read by him, 14, August 1914, at the conference of the Rotary Clubs of the Eastern (United States) Division held in New York City. Many of the suggestions then offered by him have been adopted and all of the article is applicable to Rotary of today.

ROTARY is one of the great progressive movements of the world. We, therefore, need not seek for a starting point for this paper, for, dictionaryarily, progress and extension are synonyms. If we believe in progressive Rotary, we must necessarily believe in Rotary Extension. In so far as we have builded, we have builded well. With an organization of this size, we need not approach the subject of extension, feeling the necessity of additional members. Extension must go on, however, because the spread of Rotary will benefit mankind. If we can develop progressively, accreting to ourselves the highest type of men, banded together in the right type of clubs, it is well for us to extend; otherwise, not.

Extension a Rotary Duty

While it is self-evident from our consideration of Rotary in the abstract that extension is not only within our province, but a positive duty, still the principles governing Rotary Extension remain in a large measure unwritten in our literature. My discussion, while lacking the earmarks of the practical workman, will present, first, a few thoughts underlying the selection of cities for future Rotary Clubs, second, a discussion of some elementary principles governing the selection of the formative committee which eventually develops into a new Rotary club.

As regards the selection of cities, I will consider (a) size of cities, (b) proximity to other cities, (c) permanency of population, (d) industries of the town and (e) social and business life of the town.

While there are many difficulties in the way of clubs organized in cities of less than twenty-five thousand population, these difficulties are not insurmountable, as shown by successful clubs in cities of less population. We must look to these clubs in small cities for the solution of this problem.

As regards proximity to other cities, I would briefly call to your mind the likeli-

hood of un-Rotarian competition, conflicting business representation, et cetera.

The population of a town should be relatively permanent to entitle it to a Rotary club. This is intended to bring to your mind summer and winter resort towns, who could only sustain Rotary clubs certain months in the year.

Towns not blessed with industrial or manufacturing plants are usually too dead to become good Rotary centers. It may take live wires to make a success of business, but the Rotarian whom you can handle without insulated gloves is destined for the toboggan.

Antagonisms to be Overcome

The social and business life of the town frequently puts a quietus on the development of a new Rotary club. Where the social side is cliquey, the charter Rotarians either create a Rotary club out of their particular group, or accept all groups, making mental reservations. No seer is necessary to foretell the future of a club not built on equality of friendships. Strong business organizations in a town often jealously guard their prerogatives of handling all business matters. Boards of trade, chambers of commerce, et cetera, occasionally show antagonism. It is not well to proceed until the feeling in this matter has changed, or the principal leaders of the organizations mentioned have been made charter members of the new club.

I mention and comment upon these five details not because they should be grounds for denying a Rotary club to a town not possessing all of these ideal qualities, but rather because they predetermine and spell success for the Rotary club started under such fortuitous conditions.

Now, having reached the conclusion that our location is right, how shall we build our house? Should we not first specify the qualities of materials used in its construction, particularly the shell—the stone and wood, as it were. This contrast at once suggests to our mind the stability, lasting qualities, of the stone, and the more pliant,

buoyant, changeableness of the wood; in a word, conservatism and radicalism. Both are essential in a club, either being too one-sided without the benign influence of the other.

Qualities of Members

Some one has said you can get the best, therefore, why take anything but the best. In trying to determine the content and intent of the word "best", let us look at Rotary for the qualities deemed necessary in a true Rotarian. In answering this question, permit me to quote from an article of Harris J. Latta's on "Selecting Members for a Rotary Club." Mr. Latta says, "It is important that each man proposed have certain qualities. First, that his business be one that will add to the usefulness, standing and dignity of the club. Second, that he be one of the directing forces of that business. Third, that his firm be one of the leaders in that business. Fourth, that his reputation, integrity and character be above reproach."

A man who is proposed for membership in a Rotary club should be engaged in a business which stands for something in the community and his firm should occupy relatively the same position in that business. In our endeavors to obtain, as members in the club, leaders in the various businesses and professions, we should not overlook the probability of a man's interest, and his activity as a Rotarian. The greatest merchant in any business would not be a good member were he not to attend the luncheons and dinners. Better that he be less prominent, but more active in Rotary, provided he be truly representative of his business.

Importance of Charter Members

The accepted charter members mould the die for the selection of future members, and, therefore, a discussion of underlying principles governing the formation of this group is very pertinent. All new Rotary clubs in their incipiency are the result of the inspiration of one or a few men. If the individual, or individuals, so inspired, do not measure up to our Rotarian stature as organizers, much finesse is necessary to switch the machinery of organization to other hands. This should not deter us, however, as the club should be started right, if at all. It will not do to say that many of the present clubs were started wrong but got right later by changes and eliminations. All such changes and elimi-

nations are wasted effort to say the least. If we have been fortunate in the past, it is well, but let us not tempt misfortune by the non-observance of the fundamental policy of Rotary extension absorbed from Davie Crockett, "Be sure you are right, then go ahead."

We also have the problem of dealing with men who in gathering a nucleus of charter members elect them on the basis of friendship, instead of representativeness in a given occupation. Since we have but one representative of any business, the care necessary in the selection of a man who will represent his group is apparent. The representative must be able to take the message of Rotary to his particular business in his home town, or its state and national associations. He must be big enough to do this, because Rotary principles, ideals and precepts can only spread thru its members.

Permanency of Members

The bulwark of a club is the group of members whose principal place of business is located in the town. Some of our strongest members are only resident agents of a large corporation, located at distant points. These men are liable to a change of location at any minute. They have their distinctive value and usefulness to the club and Rotary in general, but a club composed solely of such representatives would not have the degree of permanency of membership necessary to continued prosperity.

Where firms are represented, one of the partners should be a Rotary member. Of corporations, one of the principal officers should be selected. Many firms, realizing that membership in a Rotary club is a very valuable asset, designate an employe in a minor position to represent them. This should not be tolerated, as the authority to provide service and representativeness in a large way is lacking in such a member.

The initial group forming a new club must combine types of men; men of different business, origin, education, wealth, influence, inspiration, acumen, et cetera. If they are men of high character, invested with the spirit of modern business ethics, the more varied their individual differences, the better the situation. The sameness of a group of children raised in an orphans' home makes for stagnancy; the individual differences in a Bohemian quarter makes for variation and path-breaking work in the arts and sciences.

Versed in Rotary of Today

In the line of extension work, the sponsors of an extension movement should be well versed in up-to-the-minute Rotary, so that they could succinctly state those facts of our Rotarian existence which are generally accepted as true. We should set our face against contrasting the Rotary of the past with the Rotary of the present. Such a comparison can accomplish no good, and it befogs the issue of the Rotary of the future. Let us briefly recall to our minds that Rotary is a parliament of business, where every business constituency has its representative, and concerns itself with the betterment of business methods, business ideals and business conscience. In its uttermost reachings, it strives for business prosperity, brotherhood of man and world peace. It will not do to have new clubs in process of organization feed on false views of unaltruistic Rotary. Business is the *raison d'être* of Rotary. But it is business, the result of confidence and friendship, rather than salesmanship; of service, rather than promotion. Those who seek to become Rotarians should be told that Rotary is other-kindness, other-thoughtfulness, other-boosting; altruism in its highest sense. When your mind is for others and several hundred good members inhibit the idea of "others," YOU GET YOURS.

If you earn, first, by service—which includes also right prices—second, by attendance at club meetings, and participation in club affairs, the regard and friendship of several hundred men imbued with the idea of others, you will have several hundred boosting ambassadors of commerce for your business and you need say nothing for

yourself. Your time and opportunity can be devoted to speak for others.

Precedents of Rotary

The precedents of Rotary should also be taught to applying members before they are admitted as a full fledged Rotary club. I refer to such unwritten rules as (a) the man who is worthy of election to office will not seek it; (b) disapproval of unworthy jests; (c) the thought that meetings should not rely for enthusiasm on the false exhilaration of liquor; (d) the broader view of profit, which is not that microscopic, infinitesimal, and almost unknown quantity which we are led to believe exists somewhere between the cost and selling price, et cetera. It might be wise to collate just such thoughts for those who seek admission to Rotary. Possibly they might be of use to some old members.

There are no bargain days in Rotary—a new club must come in on the hundred cents on the dollar altruism. Even tho the philosophy has remained slipshod in our minds, afame in our hearts, and unwritten in our literature, still it is a great preaching, and we have something to give the world which will make it better. The gospel of Rotary will grow thru the ages, and live when wars are but a page of history. The simple integrity of a good Rotarian's life makes him an unconscious minister.

The extension of Rotary to-day is in the formation of new clubs, but the extension of the future will begin with the teaching of Rotary ideals in our public schools, as part of the subject of ethics, and end in the proselyting of the governing bodies of the great nations.

And Rotary in Spanish Is Coming Too.

THE development of that true spirit of continental solidarity with the peoples of Central and South America for which we (Americans) are striving, would be set forward immeasurably if we would give more attention to their language and literature. The teaching of Spanish should be made compulsory in our public schools; in fact, a resolution was unanimously adopted by the International High Commission at Buenos Aires recommending to each Government that in all schools supported by public funds or aided in any way by public funds the study of English, Spanish, and Portuguese should be obligatory. We do not pay enough attention to the study of Spanish in our schools, while, on the other hand, English is taught to a very large extent in the schools of South America.—*William G. McAdoo, Secretary of the Treasury, U. S. A.*

Rotarians Help Get Law Allowing Voters to Register Any Day

By P. O'Mahony, Rotary Club of Lincoln, Neb.

LINCOLN, Nebraska, put into effect this year a new electoral registration system to which Rotary contributed no inconsiderable part. It might be termed an "all the year round registration," and provides for the registration of voters every day in the year excepting Sundays, holidays and the ten days immediately preceding an election.

It is so simple and economical that it ought to recommend itself to every town and city in the country. All that a voter has to do is to walk into the office of the City Clerk any time during office hours and give the necessary information to the clerk or his deputy.

By means of a simple process of filing, any one can ascertain at any time and in a few minutes the right of any resident of Lincoln to vote. Change of residence is provided for by simply notifying the City Clerk before August first preceding election. Registration is good for four years; that is, a new registration will have to be made every presidential election year.

The inception of the ordinance was due to the City Commission—the Commission form of government having been adopted by Lincoln—of which Rotarian Frank Zehrung was a member. Frank was the first commission mayor of Lincoln and sometimes brought his civic troubles before Rotary. In this instance a "Citizens Committee" was formed in which Rotary, the Commercial Club, and other interests were represented, and the adoption of the ordinance was the result. Other matters respecting civic legislation were considered by this committee—but "that is another story." I refer to it simply to show the opinion which Lincoln Rotary has respecting its right to take part in everything that it thinks necessary to the development of civic welfare and betterment.

Of course, it was to be expected that the proposed change in the Registration law would bring opposition. (It must be remembered that the change could only be made by the passing of a special act by the State Legislature.) It was proposed to divide the city into thirty-one electoral

districts, appoint an inspector for each at a liberal remuneration, whose business it was to make a house to house canvass every year to keep his records verified. This was to be supplemented by an elaborate system of bookkeeping which it was estimated would total in cost not less than \$3,000 yearly. The insistence of the "Citizens Committee" for the city commission bill prevailed, and the result is that the total cost of registration this year has been less than \$700.00.

But more remarkable than the saving in cash is the success of the measure in registering voters. Under the old or two year system the result was cumulative—the loss being felt the first year, and the leakage from the first being made up the second year. Under this year's registration—the first year the system has been tried—the registration promised to exceed that of any year in the history of the city.

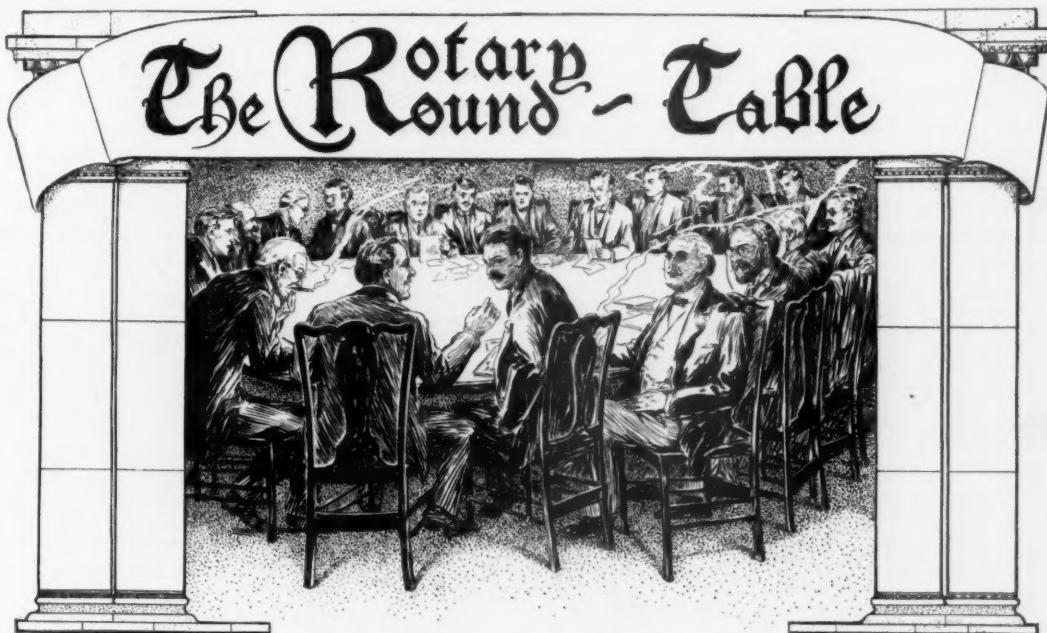
The new system affords protection against repeating or duplicating of registrations. Under the old system the detection of duplications in registering was difficult and, in many cases, impossible until after the votes had been cast and the harm done. Under the new system, every voter who registers is listed in a card index, arranged alphabetically regardless of districts.

The voters are not required to give their party affiliations when registering unless they desire to participate in the primaries.

The question of registration is one that touches the voters of nearly every American city. Here is an illustration of how the old system disfranchises a voter:

A New York salesman told the writer recently that he had not voted at any election in eleven years, altho he has wanted to vote. He is always away from home during the registration period and there is no provision in the law by which he can obtain registry during the balance of the year. He has occupied the same residence for nine years.

Does it not seem possible that the so-called disinclination of Americans to use the franchise may have some reasons other than indifference?



Associate Memberships Praised

By Lewis S. Gear, Rotary Club of Oakland

JAS. N. RUSSELL of Kansas City, Mo., Rotary Club, in his address on "The Associate Member in Rotary," printed in the September issue of *THE ROTARIAN*, has brought forward a proposition that is of vital interest to every Rotary club. I seriously disagree with his conclusions and I believe that any Rotary club that adopts the policy advocated by him is depriving itself of the opportunity to secure members who may be of great value to the club.

Mr. Russell's objection to Associate Membership is based upon an entirely wrong premise, arising from his peculiar definition of an Associate Member as one who is associated "somewhat" with Rotary. He asks why we should permit a "somewhat" activity. **We should not.** An Associate Member should have all the privileges and all the duties of an Active Member, the only difference being that the Active Member is usually the original member and usually the head of the firm represented, tho not necessarily so in either case. With him is associated his partner or a member of his firm who thus carries the Associate Membership. The objection, if there be any, is rather to the use of the word associate with its connotation of inactivity, at least in the mind of Mr. Russell.

The actual question involved is whether we shall allow two representatives from the same firm to hold membership in the Rotary club. That this is good practice has been proven in the experience of the Oakland Rotary Club. Following is the clause in our constitution that relates to Associate Members: Article 3—Section 2, "Partners, purchasing agents, heads of departments, officers of corporations already represented, may, on motion of such active member of firm, be eligible to Associate membership, and such Associate membership shall carry all the privileges of Active membership. The membership of such Associate Members may terminate at any time on request of the Active member, or by the retirement of the Active Member from the Club, and no Active Member shall be privileged to have as members of the Club more than two Associate Members at any one time."

There is no initiation fee for Associate Members but the dues are the same as for Active Members. No distinction is made in the roster between Active and Associate members.

We now have fifteen Associate Members out of a total membership of two hundred five. One of them is now president of our Club and another is sergeant-at-arms, and

as may be guessed, they are two of the most active and popular members of the Club. After carefully scanning the names of our fifteen Associate Members I will say further that every one of them is an earnest and active Rotarian, in some cases more so than the "Active" member with whom they are associated. This being the case Mr. Russell's instance of the difficulties arising when an Active Member drops out becomes of no importance.

I note that Associate membership is not provided for in the standard constitution. I consider this a most serious defect. I hope that the committee on constitution will consider this matter and will add a clause providing for Associate Members so that clubs working thereunder will not be deprived of the opportunity of securing members who, in almost every case, will be of decided benefit to the Club.

Rotary as an Organization

By M. L. Bath, Rotary Club of Shreveport, La.

The author of this paper is of the opinion that Rotarians have not given due consideration to Rotary as an organization and have not given due credit to the organization for the part it has taken in developing Rotary ideals and principles. This paper was an address delivered before his home club on 1 September, 1916, following the 1916 convention at Cincinnati.

IT HAS appeared strange to me, ever since my election to membership in the Shreveport Rotary Club, that all the discussions in Rotary, both before this club and those published in THE ROTARIAN, have been devoted to the philosophy of Rotary, the ethics of Rotary, and similar subjects, whilst the institution itself, the source of all these virtues and high-mindedness, has been permitted to remain in obscurity.

I think I may safely say that none of us can recall a simple broad statement of the purposes and ideals of Rotary, backed by the approval of the rank and file of its membership. It has been, up to a very late date, a matter of personal interpretation, more often prompted by what the speaker would like to see Rotary become, than that which its peculiar organization fits it to be.

We all subscribe to its code of ethics, we all see good in it, we all are ambitious for its future and for its usefulness, yet how many of us can agree on the simple question "What is a Rotary Club?" In this situation of thought I do not think the Shreveport Club is alone. The very atmosphere of the seventh annual convention of the International Association of Rotary Clubs at Cincinnati was charged with a desire to glean from its discussions a clear answer to this question. The wonderful address of President Albert, "A Survey of Rotary," showed, voluntarily or involuntarily, a desire to leave this thought open to the members.

Foundations of Rotary

While the highest virtues and ideals are exprest in this address and purposes and responsibilities placed upon the institution which, we must all admit, will result in great good for ourselves, our communities, and mankind in general, these purposes and responsibilities are not in themselves sufficiently different from the aims of a hundred other institutions of which most of us are members or eligible for membership, institutions devoted in the main to the development of morals and ethics, to justify the existence of Rotary for these purposes alone.

Nor will the rank and file of Rotary submit to the thought that its purpose is the cultivation of social and business friendships, the interchange of business patronage or a mere lunch club for the purpose of enjoying a weekly hour of relaxation and entertainment. Nor could it be expected to endure long with only those aims in view. This was again fully demonstrated in a discussion before the convention under the report of a committee on involuntary past Rotarians, those who thru change in residence or employment lose their classification and membership.

It is quite contrary to the purpose of this discussion to take exception to the idealistic thoughts exprest by many of the leaders in Rotary, or to discredit the value of their philosophical speculation concerning the development of the institution. An institution incapable of inducing such thoughts could not be expected to find a

place for itself permanently in society. It is, however, clearly within our province as members of Rotary, to examine the material facts, laws, and organization upon which this philosophy is built. Philosophy, no matter how exalted and altruistic, can not erect our institution on individual speculative reasoning alone. It must discover upon what general or universal principles Rotary is founded and justify itself accordingly.

Distinctive Rotary Laws

In comparison with other organizations, ad clubs, chambers of commerce, trade associations, lodges, fraternal, philosophical and ethical institutions, it is found that Rotary clubs have several distinctive laws.

First; it is a selective organization in that only one member of each distinct line of business vocation or profession is invited to membership. This feature was firmly established at the Cincinnati convention when a resolution was passed requiring that one's classification must be based upon one's principal business and the branch of trade one is "generally known in."

Second; the member so elected must be the owner, manager or the head of the department in the line he represents. In short, an executive, free to share the policy of the business and to control the conduct of those whom he directs.

Third; the individual answering these requirements must be a success, of reputation for fair dealing and good credit; by inference one who by nature or experience is already a factor for good in his community.

Fourth; the law of enforced attendance. There was no place made in the organization of Rotary for either the incompetent or the sluggard. In most clubs the one who fails to attend four consecutive meetings without a valid excuse is dropped from the membership.

Fifth; the peculiar breadth of its form of entertainment, particularly as relates to the members addressing the club on the subject of their own vocations. If, in the course of three years, each member will have appeared once before his club concerning his own business, we will all have gained more knowledge of the dignity of human labor than the average man outside our ranks can learn in a lifetime.

Sixth; the freedom of all Rotary clubs

from any fixed public activity. In a Round Table discussion at the Cincinnati convention under the head of "Public Affairs" it was unanimously decided that it is the policy of Rotary to aid in all good civic work but that the club as a whole could not, with justice to other public organizations, undertake to direct any public work or movement. Rotary aims to be an influence and not a vehicle for direct accomplishment.

Rotary Has Field of Its Own

An analysis of these elements of its organization places Rotary in a distinct field. Separated from any ambitions other than economic, simply as an organization of executives, each from a different line of endeavor, meeting at regular intervals for the purpose of interchanging ideas and ideals, discussing the practical problems of industrial and community life with a desire to educate themselves first, and thru their influence and practices in the conduct of their own business, to raise the standard of all business, there is a place and a need for Rotary which cannot be filled by any other institution in modern society.

That this organization has found such a place, that it is answering such a need, could not be more forcibly demonstrated than it was by the large attendance, the character of the attendance and the serious work done at the Cincinnati convention.

Imagine, if you can, the force of the combined mental efforts of 500 executives, not all of one line of endeavor as are trade associations, of one line of training as are professional societies, not of one system of education as are scientific gatherings, but men of every branch of industrial and commercial activity, of every profession and of every manner of education. And then recall that there were 530 voting delegates and as many more alternates and visiting Rotarians who attended the various Round Tables, trade sections and the convention proper.

Imagine again the influence of these 500 and more executives with their thousands of employes radiating the law of "a square deal" to all, of honest merchandising at honest values, of the spirit of a contract besides the letter of prompt and fair payment for prompt and fair service, of constructive and not destructive competition in every activity of life; of honest rational

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Service—From the Heart

By Carl L. Bradt, Rotary Club of Houston, Texas

SERVICE to me means personal acquaintance and that personal acquaintance means "Hello, Bill" in a truly friendly way, not "Hello, Bill, if you give me the order—and the deuce with you if you don't."

You like to do things for your friends. It's no hardship to do a favor for some one you know well and like. Why not get that personal acquaintanceship on a "Hello, Bill" basis in your business so that your Service will be really heart service and not just a "good business policy"?

It may take a little time and many of your friendly advances may be met with a cold shoulder but everyone has a heart you can reach if you try and as soon as you touch a man's heart you get on that personal acquaintance basis which means understanding, harmony and therefore pleasant business.

A third of our life is spent in business. Why not make that third the most pleasant that we spend? Why not start our day with the feeling that we are going to have just a load of fun?

We are going to call on a lot of old friends and a lot of old friends are going to call on us and we are going to ask favors of them and they of us. We are going to tell Bill that this or that is going to happen and we will talk it over and he will know we are doing our very best for him, which we are, because Bill is our friend and we like to do things for our friends.

So the whole day is just going to be full and we are going to be busy as a little tea-pot; we are going to get results because we are in the right mental attitude towards the people we are dealing with and with ourselves.

See the point? We are feeling fine, our business is pleasant, we do business with fine people who are pleasant and we like them and they like us and I'll be blamed if this isn't the finest little world ever! As to Service---pshaw! that is part of us and we do it without thinking and we get a reputation for Service.

So when it comes to the fine point of getting that order signed Bill is going to remember our reputation and give us the business.

Have you ever tried it? Well, it works. I know from personal experience.

Selah.

Industrialism and An Awakened Conscience

By Frank Wieland, A. M., M. D.

A FEW years ago there was passed in the state of Illinois the Employers' Liability Act. It is a very complicated act, filling several hundred pages, but the gist of it is that an employer is responsible to the wage earner, up to a certain figure, in case of accident. No injured employe may be dismissed from his work while recovering from his injury and he is entitled to wages during disability, within stated limits.

The new order of things made it almost imperative in firms employing many hundred, that a surgeon be entrusted with the care of the injured. The firm of Montgomery Ward & Co., of Chicago, employing, at capacity, 8,000 men and women, decided to go one step further. It decided to institute a medical department, which should care not only for accidents but for all illnesses happening to their employes and supply them, without any expense, all medical and surgical services, all hospital facilities and all appliances. The only requirement is that this work shall be done under the direction of their medical department.

The Organization

The medical department, as now existing, consists of (the writer) a chief of staff who is head of his department; two other physicians, one for out calls and one for office work; one nurse in the doctor's office; two other nurses within the plant; the entire time of one visiting nurse, to make observations outside and make follow-up calls for the out-physician; also a welfare worker, who has the more intimate care of the girls and the families of the married men. In connection with this department is a library, a rest room, a dance hall and two emergency hospitals, one for the men and one for the women. With this force of helpers the medical department has been able to accomplish some rather remarkable results.

Two things have impressed themselves upon me in this work. One is the fineness of character of the average man and woman,

and the other is their incapacity. When these men are sick, when they have assumed the dignity that attaches itself to illness, they are wonderfully fine and splendid, and best of all, appreciative. If the patient is of Latin-American birth there is apt to be much kissing of my hand, to say nothing of weeping on my neck. And I shall not soon forget my embarrassment at one Slav, after a rather remarkable recovery from a surgical operation, stooping to kiss my shoes, notwithstanding the fact that I had only that morning paid a nickle at a Greek establishment for a shine, which was thereby ruined.

Overpaid Employees

If I speak of incapacity, it is only because we hear a great deal of the minimum wage. I used to wax angry at heartless firms who under-paid their employes. I have come to change my point of view, entirely. I think they are mostly paid more than they are worth. They come to us from all sorts of homes, unwashed, unkept and uneducated. It is months before they can be of any real service to their managers. The pity of it is that these boys and girls are forced out into work at the earliest possible age, that they never can have any education or opportunities and that their home conditions tend to make them irresponsible and undependable.

Of three hundred who will apply for work in the morning, fewer than one hundred will survive the week, and fewer than fifty, a month. The personnel is a constantly changing one. It is only after those who survive have been disciplined into some sort of usable material that they are of any real use, or of any money value.

The Question of Ethics

When the work was first offered to me, only one requirement was made—that the medical department should be the best in the country. Can't you see that it was some temptation to show what could be done? The first year our department spent

colossal. This year we shall spend less for much of the equipment is now placed and is permanent. While I am not so rabid a homeopath as many, I confess a pride that the only large establishment doing things on so large a scale should be under homeopathic control and should have as its end in view, the finest department in the country.

The work is not without its comedies. One man, to whom the fact of free medication was a constant joy, was an almost daily visitor. One day he seemed more than usually depressed. "Why, Tony," I asked "whatever can be the matter?" "Very bad, doctor, very bad. When I pinch my legs, it gives me little electric shocks all over my body." "Does it give you these shocks except when you pinch your leg?" I asked. "No, only when I pinch my leg." An inspiration seized me. "Why not stop pinching your leg?" He was insulted beyond words, and reported to his manager that I did not take his pains seriously.

I am sometimes asked how I can reconcile our work at the plant with my conception of medical ethics. As contract work is quite beyond the pale of decency why should I be accepted further in polite professional society? I don't think this phase of the matter has bothered me very much. We all do contract work. Our service at the County Hospital, at our clinics, even in our families is a contract. We sell our services to those who bid. We guarantee to give the best in us, for a price. But aside from this interpretation of the matter, I think I prefer to be a social anarchist. Ethics, as we have come to consider it, is so much a matter of convention. Certain things have come to be regarded as ethical, or unethical, as a matter of habit. We find these little conventionalities all about us all the time, and cursed be he who first upsets them.

Josephine Upsets Traditions

Down on the Gulf coast where I sometimes spend my vacations, sea bathing is the proper pastime. There are two sets of people there, the colonists, and the more select owners of the cottages. It happened that employed by my host, was a woman of mature years, and as she was quite unlovely in every way, her name was of course Josephine. She was recently widowed. My host, sitting on his gallery, gave a cry of pained alarm and rushed down to the

beach. Josephine, in company with some of her German compatriots, was bathing. She was dressed, quite coquettishly, in a suit of her late husband's overalls, this being almost the only thing he had left her. Now I'll admit she did look different. This it was that offended my host, who ordered her in out of the water, in spite of the fact that he was at that time wearing a bath suit of purple, with yellow stripes going around an abdomen far too large, above legs far too thin.

The widowed Josephine had upset traditions. Some of our medical ethics are like that. We cannot reduce them to overalls, because custom has given them a bath-suit interpretation.

Or yet again: The polite community bathes at four o'clock and all have a most riotous and informal time. They emerge from the water, only to appear, an hour later, at late formal coffee, the women properly gowned, the men in flannels and high collars. One fateful afternoon one of the young men who was quite properly dressed in a bath suit, having been detained in putting away his motor boat, dropped down on the gallery for his coffee, still wearing his bath suit. The women, his companions of an hour ago, were distinctly shocked and this man's social aspirations were forever ruined in that community.

Pride of Achievement

In our interpretation of medical ethics, we are very apt to stick to the archaic, not considering that a different age and a different interpretation of our responsibility to the community may compel a revision. And then again, is there nothing in pride of achievement? From the point of view of the medical profession, does it mean nothing to its greater glory that thru it more has been done, in one industrial establishment, for the help and encouragement of its employes, than has ever before been done in the history of medicine and of industrial institutions?

Given a firm of practically unlimited wealth and the desire to do something for its employes that shall represent the best that can be done, is it not possible for one to take a real personal pride in being the middle-man and applying this great wealth to its most successful use?

Does it mean nothing to the reputation of the medical profession that eight thousand people, many of them too poor ever

to have capable attention except as charity, are taught the hygiene of proper living, are given courteous treatment and clean environments?

Does it not add to the real ethics of our profession that a physician may say to a manager, "You must not discharge this man. He has five children to support." Does it add nothing to medicine that we may stand between and see that no injustice is done to any employe? Does it mean nothing that ours is always the court of last resort and that what our department says, goes? Is it nothing to us that there is a rest room for girls, with couches and flowers and music always there, an immense dance hall where the girls are taught the fox trot and such other evidences of the higher civilization as the feet may express?

One instance comes to my mind, that is significant of the spirit that we wish to pervade the institution. There came to us one day a young man seeking work. While waiting his turn to present himself, he fainted. It was learned that he had walked with no breakfast, from Austin (six miles), that he had had insufficient food for many days and was quite without money. My assistant asked him to be his guest at luncheon. Later he went personally to the time keeper, interceded in behalf of the applicant and secured him work. He then loaned him carfare home. I want to say to you that that young physician, in reaching down to this boy's hunger and discouragement and unemployment, and lifting him to his own high plane of professional dignity did a much more ethical thing than if he had refused to consult with an allopath.

What Has Been Done

Yes, you will say to me, but why bring in homeopathy? Could not all of these things have been accomplished under any other system of medicine. They could have been, but they were not. If our enterprise had failed under homeopathic administration surely the blame would have fallen on homeopathy. Why may not its success accrue to it? We do not advertise the fact that we are homeopaths. We let our results do that.

And does it mean nothing to homeopathy that all sale of patent medicines, all goods for questionable purposes, have been dropped from the catalog, altho the loss entailed upon the firm is many thousand dollars a year? It was only necessary to point out

to our managers that it was undignified for a firm of high standing to offer for sale to country trade, articles and preparations of little or no value. There was no moment of hesitation. The catalog was turned over to our department, all questionable things were eliminated, and the whole drug department, formerly one of our largest, now takes up only two pages in the catalog. Possibly homeopathy deserves no credit here, but this was never suggested before.

Is it nothing that other firms, and other cities write almost daily, to learn more of our system? that Mr. Gary, chairman of the board of the Steel Corporation, wrote a personal letter of commendation of our work, and asked my advice as to his enormous plant?

Does it mean nothing that, twice a day, we give our employes, such as desire, a twelve ounce glass of malted milk, of double strength, to help them thru the trying periods of the day, at ten and three in the afternoon? What is the result? We no longer need to keep our girls braced up on cod liver oil and iron tonics. What they needed and lacked was food. If over six thousand availed themselves of this privilege last month, does it mean nothing that we have dropped medicines and substituted food?

Does it mean nothing to have dry clothes for our girls when they get drenched, and dry shoes and metal aseptible lockers and clean beds for resting during periods of indisposition? A woman doctor lectures to the girls on the things they should know.

The Best the Cheapest

I admit that our medical department is costing many times as much as formerly, but we are doing many times as much. While in every other department everything must be done in the most economical manner, and expensive experts in business efficiency are employed to see that all avenues of waste must be closed, there has never been a syllable of restriction in the management of the medical department. It is the one place where the best is the cheapest.

I think that I should be very lax in my duty, if I failed to give credit to the four nurses who help us out so faithfully, or to the two physicians, upon whom fall the real working out of our problems. If we have won out, it has been largely owing to the infinite tact and untiring courtesy of the women and men who have assisted me.

The Telephone—Its Use and Abuse

The rapidly increasing importance of the telephone in modern business and social life is sufficient reason for the publication of these valuable hints and suggestions regarding its use, which are taken from a booklet issued by a telephone company. The article can be read with profit by both employers and their employees.

THREE persons enter into every telephone connection: you, the telephone operator at the central office, and the person called. If each of these three does his or her part correctly a successful connection will result; on the other hand the failure of any one of the three to observe the proper procedure is likely to be the cause of annoyance and loss of time.

It is important to begin everything right, especially a telephone call; so, in making such a call, the first thing to do is to make sure that you have the right number. The only way to do this is to get the number from the telephone directory.

It is important that the digits composing the number be distinctly spoken, because there is danger of mistaking one number for another. So many numbers sound alike when spoken carelessly over the telephone that it is necessary to particularly emphasize the ones that are most frequently confused. For example, 0 sounds like 4, 2 sounds like 3, and 5 sounds like 9. Telephone operators are taught to pronounce numbers in this manner:

- 1—"Wun"—with a strong N.
- 2—"Too"—with a strong T and long OO.
- 3—"Th-r-ee"—with a slightly rolling R and E.
- 4—"Foer"—one syllable, with a long O.
- 5—"Five"—with a long I and strong V.
- 6—"Six"—with a strong X.
- 7—"Sev-en"—with two syllables.
- 8—"Ate"—with a long A and strong T.
- 9—"Nien"—one syllable with a strong N on the end.
- 0—"Oh"—with a long O.

In calling a number it is best to divide it into two parts, like this: One two (pause) three four. This method of calling greatly assists the operator in understanding the number correctly.

Beginning the Conversation

To get the best results, speak directly into the transmitter and have the lips within half an inch of the mouthpiece. The tel-

ephone is designed to be used in this way and will not give satisfactory results if the conversation is carried on with the mouth four or five inches from the mouthpiece.

To avoid mistakes the operator is required to repeat the number called as she understands it. It is, therefore, important when she makes this repetition that you acknowledge it by saying "yes, please," or by correcting her if she makes a mistake.

When someone answers the call, ask for the office or person wanted, or state your business to the person answering. It is not necessary to inquire "What number is this?" before beginning the conversation.

If you wish to speak to some one other than the person answering, use the expression, "May I speak to Mr. Roe, please?" If it is necessary that the person answering should know your name in advance, introduce yourself by saying, "This is Mr. Blank," and if a further explanation is necessary, say, "This is Mr. Blank, of Smith, Jones & Company."

It is not courteous to demand the name of the person answering until you have identified yourself. If it is necessary that you know the name of the person answering, say "This is Mr. Blank; who is this speaking, please?"

Leaving Word for Calls

Should you fail to reach the desired person and wish to leave word for him to call you, it is important that you give both your name and your telephone number, in order that the person who gets the memorandum may know what number to call and for whom to ask. The best expression to use in such a case is, "Please leave a memorandum for Mr. Doe to call Mr. Blank, at Main 456." If you leave the name only, without the number, you put upon the person called the trouble of looking up your number, and it is possible that he may not be willing to take this trouble. If you leave the number without the name, he will not know whom to ask for when he calls your number.

It is just as important to end the conversation properly as it is to begin it properly.

Therefore, make sure that the person called understands that you have finisht your part of the conversation. This is usually done by saying "good-bye" or by u ing some similar expression. If the person called is left in doubt as to whether you have completed your part of the conversation when

you hang up your receiver, he may ask the operator to reestablish the connection, thinking that he was "cut off."

After the operator has answered and you wish to attract her attention, move the receiver hook very slowly up and down. This opens and closes an electrical circuit which operates apparatus at the central office which flashes a tiny electric light before the operator. If the hook is moved rapidly, the apparatus does not respond and the operator will not know that you are trying to attract her attention.

Waiting on the Line

This same method should be followed when you want to communicate with the operator after she has establisht the connection and also when you have finisht one conversation and wish to call another number. It is quicker and more satisfactory to attract the attention of the operator on "second calls" in this way than to hang up the receiver, wait a while and then remove it and call the other number.

It is not considered good telephone practice, nor even polite, to call a person and say "Is this Mr. Doe? Hold the line, please" and then leave him waiting until some one is ready to talk to him. If anybody is to be kept waiting the person making the call should be the one. However, if someone insists on your getting another person on the line for him, in doing so say, "Is this Mr. Doe? Mr. Roe wishes to speak to you; will you please hold the line?"

Interruptions to telephone conversations are popularly called "cut-offs." These annoying incidents in telephone usage, while they do not occur frequently, are none the less exasperating. They may be due to the person at either end of the line, to a failure of the telephone circuit, or to a mistake on the part of the operator. The public usually charges all cut-offs to the operator, but actual statistics show that but a

There are two doors thru which business comes into every establishment—the office door and the telephone door. In some cases more business comes thru the telephone door than thru the office door. It is therefore as important that the telephone door be guarded by the proper person as it is for the office door to be so guarded.

small percentage of them are chargeable to her.

When a cut-off occurs and both persons remain at the telephone each of them will be answered by a different operator, who, being innocent of the cause of the cut-off, answers "number please" just as tho she were answering a call.

This is usually the first intimation that you have of the cut-off and naturally you charge the operator with it and demand an immediate restoration of the connection. In those cases where the operator is responsible for the cut-off, she usually knows about it and re-establishes the connection as quickly as she can and without comment to either person involved.

What to do when "Cut off"

The best thing to do when there is a "cut-off" is to leave the responsibility of re-establishing the connection to the person who made the call, for that person knows what number he called, whereas the person receiving the call is not likely to know from what number the call was made. When a cut-off occurs and the operator says "number please" (if you made the call) simply say, "I called Main 456 and was cut off." If you were called, hang up your receiver promptly; this will enable the operator answering the signal of the calling party to connect his line with yours and ring your bell. If you keep your receiver off the hook, your line will test "busy" and will be so reported to the person who called you.

When you call a number and the answer you get indicates that the wrong telephone has been reached, use the expression, "Is this Main 456?" If it is then found that you have the wrong place, say to the person answering, "I beg your pardon; it is a mistake;" then work your hook slowly and when the operator answers, give her the number again. If you are doubtful about the correctness of the number, consult the directory.

When you get a wrong number, it is especially important that you be courteous to the person who answers, for usually he is in no way responsible for the error which may have been yours, the operator's, or because of the apparatus, but certainly not

the fault of the person who has been needlessly caused to answer your call.

The Doors of Business

There are two doors thru which business comes to every establishment—the office door and the "telephone door." In some cases more business comes thru the telephone door than thru the office door. It is, therefore, as important that the telephone door be guarded by the proper person as it is for the office door to be so guarded. It is essential that the person guarding the telephone door should be courteous; he cannot see the person with whom he is conversing and therefore the softening influence of the smile, the gestures, and the facial expressions are lost, leaving only the words and the intonation, which might produce the impression of rudeness, tho it were not so intended.

You would not think of greeting a customer at the front door, particularly one whom you had never seen before, by saying "Hello." What is good usage in face to face conversation is good usage in telephone conversations. It is not courteous to answer a telephone with such expressions as "Hello," "Well," "What is it?" and the like.

Right Way to Answer

To answer a telephone by giving the number is a little better than to answer "Hello," but is far from the best way to answer. The expression that is most satisfactory to the person calling is the name of the place of business or residence; for example: "Smith and Company."

When you answer a telephone, and someone other than yourself is askt for, it is not good practice to say, "Wait a minute," "Just a minute," or "Do you wish to speak to Mr. Doe?" and the like. If you know that the person called is there, it is preferable to say, "He is here; I'll call him," or if you are doubtful about it say, "I think he is here; I'll call him." If the person called is not in, the expression should be, "Mr. Doe is not in; this is Mr. Blank." This is a courteous way of giving the person calling an opportunity to leave a message with you, or to make an inquiry.

Courtesy is today the watch-word of business. The discourteous man or woman is soon relegated to the rear and away from contact with the public. Particularly in public service companies is courtesy on the part of employees expected and demanded, for the public will not put up with discourteous treatment from so-called "public servants."

Calling Long Distance

All that has been said concerning local telephone service is equally applicable to long distance service, with the additional injunction that patience must be exercised if satisfactory results are to be obtained.

In making a long distance call the best results will be attained if you proceed in this manner.—

Remove the receiver from the hook.

Local operator answers, "Number please?"

Say to her, "Long Distance."

The long distance operator answers, "Long Distance."

Proceed immediately to give your call in this order:—

"This is Main one-two three (pause). Mr. Blank (pause) calling Richard Roe (pause). At Hemlock four five-six seven (pause). Memphis, Tennessee."

The long distance operator will repeat the information to you to verify its correctness and will say, "Thank you, we will call you," whereupon you will hang up the receiver and wait until you are called.

The long distance operator will at once proceed to establish connection with the distant city and to reach the person called. Having done so and upon attempting to call you, should she find your line in use she may find it difficult to hold the person on the line until your line is available. In this event she may have to call the distant person again when she can get you and by this time he may not be available.

To avoid this delay and annoyance to the distant person, it has been found most satisfactory to keep your line connected with the long distance switchboard long enough for the operator to quickly find out whether she can immediately establish the connection or not. This enables the operator to retain control of your line and to immediately establish the connection when ready to do so. Should it become necessary, however, for your line to be used for some other call, the long distance operator will release it upon request.

Long Distance Operator

When a long distance operator calls you, she is not, as you might suppose, an operator in your city, but one at some distant point from which some one has placed a call for you. This operator in the distant city deals directly with you, and having ready for instant connection the person calling, she can establish the connection as soon as she reaches you and finds that you are ready to talk.

Should she find that you are not in, or ready to talk, she will leave word for you to call, giving the name of her town or city. In all such cases it is best for a memorandum to be left for the person called, specifying the name of the distant point. If this is not done but word is given to call "Long Distance," difficulty will be experienced by the long distance operator in your city in finding from what point you were called.

All that has been said in the foregoing with reference to ordinary telephone conversation practice, supplies equally to the operation of private branch exchanges.

Information is the name given to a group of special operators who will give you the number of any telephone connected to the switchboard since the publication of the last telephone directory. If you call a number which has been changed, or you don't know the central office name or party line letter, your operator will connect you with Information so that you may get the number as it should be given to the operator.

The Complaint Bureau is the place in the telephone company to call whenever trouble is experienced with the telephone or the service.

Part of the Operator

Referring to the statement that there are three persons to every telephone call, you are reminded that the telephone operator is human, just as you are, and therefore subject to the same human weaknesses. She may be discourteous, she will make mistakes, and sometimes will not answer the telephone as quickly as you would like; but generally you will find her courteous, accurate and rapid in the handling of her work.

A telephone company is most careful in the selection of its operators and in training them to be uniformly courteous, accurate and prompt in the handling of telephone calls. Being human, telephone operators appreciate kindness and courtesy, but re-

sent unkindness and discourtesy, just as you do. Many persons think that because the operator is not face to face with them, that they are at liberty to be as discourteous as they please and to say things that they would not think of saying if they were engaged in a face to face conversation.

Kindness begets kindness, and courtesy begets courtesy; so, if you wish to get the best results in using the telephone, make it a point to be especially kind and courteous to the operator.

Courtesy is today the watchword of business. The discourteous man or woman is soon relegated to the rear and away from contact with the public. Particularly in public service companies is courtesy on the part of employes expected and demanded, for the public will not put up with discourteous treatment from so-called "public servants."

The importance of courtesy is not only stressed in face to face conversation, but it is insisted on in telephone conversations. The way in which employes use the telephone is often taken as an indication of the character of the firm.

If you call a business house and receive a courteous and intelligent answer you at once assume, and rightly too, that you are dealing with a progressive establishment that does business along the right lines. On the other hand, if you are met with discourteous or flippant remarks or a tone that shows no interest, the natural assumption is that everything else done by that house is done in the same way and this may influence you to take your trade elsewhere.

Courtesy in Business

Now most people are naturally courteous, altho some persons are more thoughtful and considerate than others. Courtesy, which is but the expression of kindly thoughts, can be developed to a point where it becomes a part of your nature, and just so far as you become proficient in courtesy, just that far do you increase your value. Courtesy is dependent upon these virtues:

Patience, which enables you to bear with others and pay attention to their wants.

Regard for the feelings of others.

Equal treatment of all, regardless of race or station.

Pleasant manner of speech.

Sympathy with human nature, and Willingness to serve.

Feeding an Ungrateful Public

By Edw. W. Hoffmann, Rotary Club of Milwaukee, Wis.

THE business of the present-day grocery jobber is a very complex affair and covers a very wide field. For several years the jobber of food stuffs has been the target for all the agitators of the high cost of living. Theoretical reformers have been preaching against the middleman and laying all the sins of our modern expensive methods of living at his door. One of the greatest indoor sports of our modern legislature is the pleasant little pastime of investigating the jobber. The average consumer has come to look upon the jobber of foodstuffs as an economic parasite.

There are in the United States over 2,800 wholesale grocers whose business runs into billions of dollars each year. In the good old days, the profits in the grocery business were large; competition was not so keen; the large retailer generally bought everything from one jobber and rarely asked a price. Not so today.

Most consumers have an idea that we simply receive foodstuffs thru one door of our establishments and pass them out thru another, extracting for ourselves a nice fat premium during the operation. We do not come in contact with the consumer, and it is only on rare occasions that we have an opportunity to explain our position in the business world direct to them.

Service to the Public

Probably the greatest good that we render to the consuming public is "Service." It is our duty to bring the choicest of food stuffs from all parts of the world to one central market to be distributed to the little corner grocery store in every city, village and cross-road. It is our duty to have available at all times all the varieties of foods that are demanded by the public with its many different tastes and desires; and it is our business to purchase these varieties of foods in large enough quantities so that they may reach a central distributing market at the lowest cost.

Nobody questions the necessity of the banker, and yet he is only the middleman of the money market. It is his business to gather currency to capitalize the business of his community. It is our business to

gather foodstuffs from the four corners of the earth to furnish the retailer who supplies your table.

We bring tea from Ceylon, India, China and Japan; coffee from Brazil, Mexico and East Indian points; crab meats from the shores of Korea and Siberia; fish from Norway, Russia and Iceland; dates from the Orient; figs from Persia; currants from Greece; olives from sunny Spain; spices and condiments from the tropics, and so on down the list. Besides foodstuffs, we carry stocks of axle grease, blackings, brushes, brooms, cordage, drugs, glassware, grocers' fixtures, certain kinds of hardware, lamp stock, notions, tobacco, stoneware and woodenware; a miscellaneous array of a thousand and one items. The wholesale grocer is a storage house for everything that a retailer may possibly desire.

Margin of Profit Small

Do you know any retailer who could buy in large enough quantities to economically distribute all these items? Do you know of any body of retailers who could combine their purchases for their own community and get them on the same cost basis as the single jobber who buys to supply a comparatively wide territory? It can not be done, and that is one of the many reasons why the jobber exists today and probably always will exist.

When I use the word "exist" I do so with reason. There probably is no line of business in this country that pays so small a return for the work and capital involved as the wholesale grocery business. Many, I admit, have made moderate fortunes, but there is not another business involving equal capital that can not point to hundreds of huge fortunes made in it.

Thru conditions that we can not govern, practically one-third of our output is sold for less than actual cost, one-third at a small but dependable margin, and the balance is subject to wide fluctuations of price. The average net profit of the grocery jobber does not amount to more than the cash discount on the goods he sells. If the cash discounts were cut off by those from whom we buy our goods, it would be a matter of a short time only when we should be obliged to go out of business entirely.

In addition to our service as assemblers and bankers of merchandise, we are bankers in another sense of the word. It may surprise you to learn that over one-third of the retail grocers of this country owe their jobbers more than the value of the goods that they carry in stock. Poor business, you say? No, because the jobber knows that the value of the modern retailers' fixtures and his book accounts form a large share of his assets.

Jobber Is Real Creditor

Except in rare cases, the retailer's book accounts are too heavy, by far. His largest customers are invariably the slowest to pay. The woman who keeps no book account for her home expenses, the woman who can generally be found at these "high cost of living" lectures, or is so busy with society affairs that she has little time to be attending to house affairs, generally pays the grocery bill when she gets good and ready. She thinks that she owes her grocer, but in reality she owes the jobber, because he is forced to carry the retailer.

Then there is the matter of education. One of the greatest services we render the consumer is the knowledge of business, pointers on the production and marketing of groceries that we convey to the retailer. It is a remarkable fact that more people with positively no knowledge of the game, attempt to go into the grocery business than any other line of endeavor that I know of. It seems that every poor devil with a few hundred dollars saved up wants to open a grocery store. He probably figures that if he can not make any money at it, he can at least live off of his stock. He has the same idea of the grocery business that the consumer has, that it is only necessary to have certain items in stock to hand out when they are called for. He doesn't stop to consider that the

grocery business today comprises thousands of items that come in different sizes, shapes, colors and grades, that they come from different corners of the earth at different seasons of the year, and that it is practically impossible to get his share of the profitable business of the community, unless he knows these things and is able to sell his merchandise intelligently to the consumer. There are thousands of such retailers; you see them everywhere.

Banker for Retailer

And here again we act as bankers for the retailer, for, in order to have the best goods from the best packers, we must contract for practically our season's supply long before the trees are in bud. When the goods are canned and packed, they are shipped to us in carload lots to save freight, draft attach to the bill of lading, goods subject to our inspection and approval upon arrival. When the car reaches our market, we open dozens of cans at our own expense to examine the quality, haul the goods to our warehouse, and from there distribute them in one, two, five and ten case lots, as the retailer demands.

Here, then, is our proposition in a nutshell. We must carry hundreds of thousands of dollars worth of stock at all times to supply our retailers. We hand this investment over to the retailer on the narrowest kind of a margin, stand between him and the manufacturer, and in many cases carry his account until necessity makes us demand our money. For all our trouble and labor we take a mighty small profit, and we get a smaller share of thanks from either retailer or consumer.

Like every other business, however, the "live one" succeeds and the "dead one" fails. That is, the live one succeeds if he is willing to work twenty-four hours a day and stand a lot of abuse.

The Rotary ideal appeals to me inasmuch as it is one of those efforts to humanise competition in every sphere of business and corporate life. The great mistake some make who come into Rotary is to regard it immediately as the agency for the securance of the small order, just a list of addresses for a circular and price list to be sent to. Result, disappointment to the new member; and Rotary has meant to him just *nothing*, which is about what he has put into it. Rotary, if carefully studied, means a larger minded man with a broader view of the essentials of life in the world today, a quickening of his powers of conception and a stimulation of his mental capacities, and adding not a little to his character standard; in short, a better man, a better merchant, and a better citizen, and never in the world's history has the world needed more than it does today the man, the merchant, and the citizen—the Trinity of Patriotism.—*Charles H. Dewey, London Rotary Club.*

Practical Railroading

By H. B. Hearn, Rotary Club of Shreveport, La.

PRACTICAL railroading includes many problems, the greatest being to serve the public efficiently and make money for the stockholders. To accomplish these ends, men have been selected, not for their literary attainments or their social or political standing, but for their ability to get results.

In the beginning of railroading, which started with the first locomotive in 1830, the men at the head of the business were inventors. It was not long after the first locomotive was found to be successful that business men saw their opportunity to make money by providing transportation facilities to serve the public. Within ten years there were over sixty companies formed and as many roads chartered and over two thousand miles of road was put down—not built, because they were in a great rush to get trains running and they expected to rebuild after the roads were in operation.

They started out with insufficient capital to do the work properly in the first instance. After the roads were put in operation, the rates of transportation were fixt as high as the traffic would stand in competition with the original T. B. & W. Line, which, translated, means Two Bulls and Wagon.

Rise of "Traffic Generals"

Each manager felt that his road belonged to him and his stockholders and that he had a right to charge any rate he pleased. Following the prevailing practice in other lines of business he would make contracts with large shippers, giving such a rate as was found necessary to secure each particular lot of traffic, paying no attention to the small shipper or to the man located at a point where he was compelled to use the one road.

In a few years competition between roads at junction points sprang up and the managers had to employ traffic agents to watch each other and make contracts to prevent one road from getting all of the traffic. These agents soon earned the title of "General," and then they began to meet in conference and agree upon rates. Then thru rates were made to apply over two or more roads.

Then it was discovered that, for some unknown reason, the roads had not all been constructed on the same gauge and the cars would not interchange from one road to another. The operating men were appealed to and asked to provide facilities for interchanging cars so that freight and passengers could move freely from one end of the country to the other. At first, steam hoists were provided to transfer the car bodies from the trucks of one road to the trucks of another road. This gave relief, but it was not fast enough. Finally it was suggested that the gauge of the tracks be standardized at 4 ft. 8 1-2 inches. When everything was ready, the change was made in a day without any interruption of traffic.

Old Rate Making Basis

The traffic then began to flow freely between all points of production and consumption. The "Traffic Generals" were still very active in the interest of their particular roads. The numerous expensive accidents which were occurring as a result of imperfect construction, and other things, made it imperative that the greatest possible volume of traffic be secured and at the highest possible rates. The familiar question put to a prospective shipper of some new or unusual commodity would be "what rate will the traffic stand?"

The managers needed money to improve their track and equipment; the directors wanted money to pay interest on borrowed money and dividends on stock which had been sold to hopeful investors. Therefore, the operating men had to cut down in every way so as to have something after operating expenses were paid. In doing this many dollars were sacrificed in false economy and much injustice was done the small enterprises that attempted to compete with larger enterprises that had the railroads under their power.

Finally the government came forward to regulate the railroads and eliminate discrimination, and incidentally to equalize rates by reductions. For a time this regulation took the form of strangulation, as it looked like the added expenses and the reductions in rates would be bound to swamp the roads sooner or later.

The railroads must be maintained in an

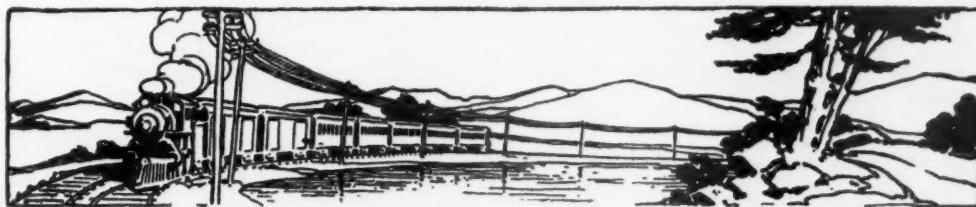
efficient and economical manner. The people want good, reliable service, and they are interested in seeing that the railroads are given a fair chance to do the things that are necessary to accomplish these results. Now that the railroads must make public their earnings and expenses, there should be no trouble in arriving at a correct conclusion as to whether they are deriving a fair return on their investment.

Railroads have been characterized as being soulless and heartless, but, as a matter of fact, they are intensely human. They were constructed and are being operated by big-hearted human beings for human convenience, and as compared to other methods of transportation afford the safest means of travel of today.

If the public could see the awful toll of human life that is taken each day on American railroads from those who persist in the improper use of railroad tracks, they

would undoubtedly lend their aid to prevent people walking upon the tracks, and boys from jumping on and off of moving trains. Statistics show that fourteen trespassers are killed or injured on American railroads every day of the year. One of our railroad managers has properly said that the trains are safe to ride upon but it is dangerous to walk upon the tracks. Using the track as a short cut home or to work often proves a short cut to the grave.

More lives would be saved by the enforcement of an anti-trespassing law than by providing steel cars, installing block signals and abolishing grade crossings, which, if required at one time, would bankrupt every railway in America. Anti-trespassing laws will cost nothing and if enforced will afford immediate relief, leaving the other remedies to be provided as the needs of the communities and the financial ability of the interested parties may determine.



THE TRUE RICHES

By Rev. Dean John P. D. Llwyd, Rotary Club of Halifax

There is a wealth which is not gold or gem
 Nor is it dug from Yukon's sands afar;
 A treasure foreign to those tents of Shem
 Whose pelf is massed in bullion or in bar;
 No ingots buy it—not altho we spend
 A silver flood of millions without end;
 Nor may'st thou find it sunken deep, I wis,
 In Spanish galleons in the sea's abyss—
 Where Kidd and Blackbeard swept the Western Ind.
 Whoso would spread his flag into the fore
 To make adventure for this gracious store,
 Needs not to trim his sail for far Cathay,
 Nor sweat to urge his shallop without rest
 Unto the shining Islands of the Blest.

Thou needst not journey; near, and sans reserve,
 The happy secret proffers thee its lore;
 'Tis in thy heart; it smiles at every door;
 "He Profits most who still the best doth serve."

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Appointments Made by International President Arch C. Klumph

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E. L. Skeel, Attorney, 1008 Alaska Bldg., Seattle, Wash.
Thomas Stephenson, F. C. S., F. R., S. E., Editor *The Prescriber*, 6, South Charlotte St., Edinburgh, Scotland.



Rev. E. Combie Smith, of the Rotary Club of St. Louis, furnishes the following item:

The city of Xenia, Ohio—Rotarians will spell it with an X—has furnish't Rotary with two International officers, Russell F. Greiner and Joseph M. Connable. It was the writer's privilege to be the preacher of the day at Xenia the Sunday following the Cincinnati convention, in the church to which Greiner's and Connable's forebears belonged. The preacher's name was duly heralded, but the distinguished visitors—Greiner and Connable—were the headliners and drew the crowd. They occupied the old family pews. They also occupied the center of the stage as soon as the preacher was done. Mr. and Mrs. Greiner, their daughters, Miss Jane De Etta and Miss Elizabeth, and Mr. and Mrs. Connable, were tendered an informal reception. Sires and dames of a passing generation, playmates and sweethearts, vied with curious strangers who fain would claim kinship with the past, to do honor to these sons of Xenia, whose service to and success in the business world truly exemplifies the spirit and principles of Rotary.

The Main Street of any village leads to the ends of the world. It halts at the school house, and lingers by some store or office, forge or factory, but the lure of the big world draws us and we pass to claim its rewards. Yet are they tawdry and vain unless they win the admiration of these same simple, plain, honest folk who knew us in jeans and overalls.

They were two tender-hearted men with whom I strolled thru the town that afternoon. One would say:

"Here is the house where I was born,

"The little window where the sun came peeping in at morn."

The other would ask, "Do you remember that barn?" and a knowing smile would bear witness to a prank. The names of old comrades and playmates were gone over, their victories recounted and rejoiced in; while the devious windings of the crooked road some had traveled was traced with pain and regret. At last, but not least, the mounds in the cemetery grew big when seen thru the lenses of the tears of these men who for one brief day were boys again.

Rotary will be big and strong only as its members are men of heart as well as brain, men who feel the tug of the anchor which holds them to the hallowed memories of the past.

* * *

Rotarian John Ford, past president of the Rotary Club of Shreveport, La., has been elected mayor of his home city.

* * *

Immediate Past International President Allen D. Albert delivered an address at the 27th annual meeting of the Iowa Library Association held at Colfax recently.

* * *

Ex-Governor Cox, Rotarian, of Dayton, Ohio,

after a strenuous political speech at Zanesville found time to go to the Rotary Trade Exposition where he was warmly greeted by a large crowd who listened with interest to his impromptu speech on the Rotary spirit as observed by him while stumping the state. His words of praise for Zanesville and Dayton on their remarkable recovery from the 1913 floods were well received.

* * *

Peter C. Pritchard, judge of the United States Circuit Court of Appeals for the Fourth District, is an honorary member of the Asheville Rotary Club, and was formerly a United States Senator from North Carolina. When in West Virginia recently on official business he was a guest of the Charleston Club and address the members. The genial judge is a rotund Rotarian who can arouse the risibilities and is as happy as he looks.

* * *

Rotarian E. Leslie Pidgeon of Winnipeg, Third Vice-President of the International Association, was the guest of honor of the St. Paul Club recently, upon his return via Fort Wayne, from the meeting of the International Board of Directors at Cleveland. The editor of *The Hub*, the publication of the St. Paul Rotary Club, printed a very complimentary notice about Pidgeon's talk to them, saying among other things, that "His remarks certainly could not help being of the greatest value to all who had the pleasure of hearing him. He is a man of great personality and a convincing and easy talker and held his audience in close attention for about thirty minutes. Rotary was expounded in a way that this club has never before heard." But *The Hub* editor did not say anything about the narrow margin by which they were permitted to hear Pidgeon. And thereby hangs another tale.

Pidgeon was due in Chicago Monday night, at 9:25. He was scheduled to leave from another station over the Chicago & Northwestern at 10:15 and get to St. Paul just in time for the Rotary luncheon on Tuesday. International Secretary Perry and Managing Editor Kellar planned to meet him at the incoming train and have a little visit with him before his departure. His train was reported twenty-five minutes late. At 9:50 the bulletin board reported that it would not be in till 10:15.

Perry telephoned the train dispatcher of the Northwestern, explained the situation, and got him to hold the St. Paul train ten minutes, or until 10:25. Pidgeon's train did not get in until 10:19. When its headlight appeared coming into the station, Kellar hustled to the telephone to let the Northwestern train dispatcher know that Pidgeon and Perry were on the way in a taxi; Perry grabbed Pidgeon and hustled him into a taxi, and almost before Pidgeon could realize that he was going to make his connection, he was on board the train for St. Paul. He had given up all hope of getting out of Chicago that night.

* * *

Rotarian Frank G. Macomber, president of the Rotary club, of Hartford, was elected president of the Hartford Chamber of Commerce, on Monday, October 9, and on Friday, October 13 (the hoodoo date) was chosen president of the City Club of Hartford. He also is Major Commandant of the Putnam Phalanx, New England's famous social-military organization, whose full dress uniform is a copy of that of Gen. Washington's. Rotarian Macomber now heads the Rotary club, with 150 members; the Chamber of Commerce, with 1,100

members; the City Club, with 1,700 members; the Phalanx with 275 members; is chairman of Hartford's Public Market commission; a governor of the Sons of the Revolution; a councilor of the Boy Scouts; a director of the Get-Together club and the Charter Oak Ad club. When he has a few minutes to spare he edits *The Hartford Globe* to earn clothes for the babies. Incidentally the "babies" are a girl 20 years old and a boy of 19.

* * *

S. S. Paxson, president of the Rotary Club of Honolulu, has resigned his office because of ill-health and extended absence from the territory. The board of governors has elected Ed. Towse to fill the vacancy.

* * *

Herman Lottig, a hard-working member of the McKeesport Rotary Club, recently received the following from the Footer Dye Works of Cumberland, Md., of which he is the McKeesport representative: "Dear Herman—You have been with us 20 years. Please accept this check for \$1,000.00, in recognition of your integrity and excellent work." Lottig says his efforts to follow the Rotary motto had a lot to do with it.

* * *

Rotarian Edwin B. ("Old Man") Lord, member of the Rotary Club of Joliet, has moved to Massillon, Ohio, where he is secretary of the Chamber of Commerce. Lord recently was one of the moving spirits in a very successful effort of the Chamber of Commerce to stage an industrial exposition and efficiency show. In less than five weeks this show was organized and staged; fifty thousand visitors were entertained, including three governors; there were twenty thousand admissions without an accident or an arrest; there was not a faker, peddler, game of chance, or pickpocket in the little city of fifteen thousand; every exhibitor was completely satisfied; a remarkable community spirit was developed; the community was unanimous in the opinion that it was the biggest event in the history of the city; the "safety first" idea was established in a community where previously the movement had been looked upon with distrust. "Old Man" Lord feels pretty good about it.

* * *

J. Lee Holloway, President of the Rotary Club of Montgomery, Ala., is now practicing law in his own name, the firm of Holloway and MacKenzie having been dissolved.

* * *

Albert E. Hutchings, District Governor of Rotary District No. 11 in 1915-16, has succeeded Jim Russell as president of the Rotary Club of Kansas City, Mo.

* * *

Rotarian William J. Burns, the noted detective, recently paid a visit to Zanesville friends, was the guest of the Rotary Club at luncheon, and gave a talk on "The Man from Zanesville" who can be met at every corner of the globe. Of course in his particular line of business he meets not only the more or less noted and desirable class of ex-Zanesvillians but also some villains who are more notorious than noted. Rotarian Burns, who was born in Baltimore, moved to Zanesville at the age of 3 years and received his education in the Zanesville schools. While still a young man his family moved to Columbus, Ohio, where his father became Police Commissioner and W. J. started his remarkable career as a plain clothes man.

Two of the members of the Charleston, W. Va., Rotary Club were nominees for State offices, "Dick" Robinson for Governor and M. P. Shawkey, Rotarily known as "Shawk," for State Superintendent of Free Schools. "Dick" is known in legal circles as Judge Ira E. Robinson and for eight years occupied a seat on the Supreme bench of West Virginia, while "Shawk" already has served eight years as State Superintendent. The election had not been held when this was set up in type.

* * *

Rotarian J. Lincoln Smith, tho a "shut in" for many years, is one of Zanesville's best known citizens. And he doesn't worry over a "jinx." Some years ago he was known as John L. Smith. While he bore no grudge against John L. Sullivan, he didn't want to be known as "John L." So he changed his name to "J. Lincoln Smith."

Count those letters! There are 13 of 'em. His photograph gallery was then located at 319 Main street. In that number you also find the 1 and the 3. Add all the numbers together and you get 13. The gallery has since been moved to No. 13 North Fifth street.

Recently it was decided that the members of the Zanesville Rotary club should call on "J. Lincoln," just to show him they hadn't forgotten the "shut in." They called in goodly numbers, bringing cigars and tobacco. When the crowd had gone, a count of the cans of tobacco showed there were 13 of 'em.

Smith was then escorted to the Clarendon hotel for the Rotary luncheon. The Rotarians have their places at the table numbered. J. Lincoln's place proved to be No. 13. And the date was Friday, the 13th!

Said Smith, "they can talk about their jinxes as they please, but that was the greatest day of my life. Some people might feel 'creepy' about those thirteens, but they don't bother me. You can just say for me that I'm happy."

* * *

Charles Henry Mackintosh of the Rotary Club of Duluth, Governor of District No. 9, is absent from his office and will be until shortly before Christmas, on a business trip in southern United States.

* * *

Gordon Gray of the San Diego Rotary Club, member of the Board of Directors of the International Association several years ago, has returned home from an extended visit in the eastern part of the United States.

* * *

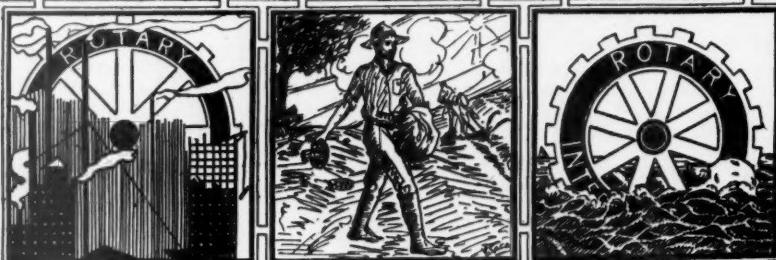
Five members of the Rotary Club of Philadelphia were elected to office at the recent annual election of the Poor Richard Club of Philadelphia. Rotarian Rowe Stewart is the new president of the Quaker City Advertising club; Rotarian George W. Jacobs is one of the four vice-presidents; and Rotarians Irvin F. Paschal, Jarvis A. Wood and Harry A. Gatchel are on the board of directors.

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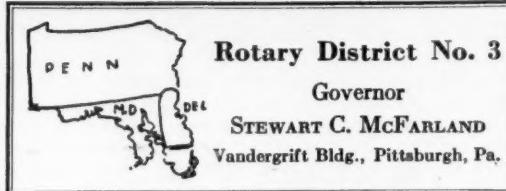
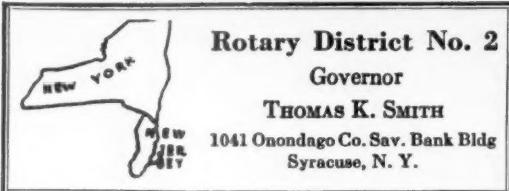
Rotarian E. C. Scott, jeweler member of the Rotary Club of Piqua, was the victim of burglars recently, who covered him and his employee with revolvers while they helped themselves to the valuables in the store. The Rotary Club members interested themselves in the case and thru their efforts, the burglars were caught at Elkhart, Ind.

ROTARY EXTENSION WORK

From city
to city
the seed
is sown



and across
the water
Rotary takes
its course



A letter has been received from President Coupal of the Buffalo Rotary Club, suggesting that his organization be permitted to assist in the formation of a Rotary club at Niagara Falls, New York. He has been told to "go to it." I know that Niagara Falls will be benefited by the active interest of the Buffalo Rotarians.

International Vice-President Gundaker accompanied me on a visit, October 3, to the Rotary Club of Camden, N. J. Our talks on Rotary were cordially received. The next day I was present at the luncheon meeting of Philadelphia.

It was my pleasure to assist at the installation of the new Rotary Club of Elmira, N. Y., October 6, at a joint dinner of the Binghamton and Elmira clubs in the latter city. The Elmira club is a splendid aggregation. The charter members, I believe, number seventy-six. It is one of the strongest young clubs I know of and I predict a brilliant future for it.

The Rochester Rotarians, on October 10, were my hosts and received most cordially my remarks on acquaintance and friendships in Rotary.

(Editorial note: On page 462 of the November issue, the report of Governor McFarland of District No. 3, consisting of a paragraph beginning "I spent a day in Harrisburg," was inadvertently added to the end of the report of Governor Smith of District No. 2).

Club Elected to Membership in Association
Rotary Club of Elmira, N. Y.: Elected as of 1 October, 1916. The officers are: President, J. Maxwell Beers, 354 W. Water St.; vice-president, M. Doyle Marks; secretary, William H. Snyder; treasurer, S. G. H. Turner.

District No. 3 has fallen in line with our International President's program. The clubs in our district are practically all reporting their weekly and monthly attendance record to the governor. I confess that when this plan of keeping a record of our attendance was first proposed I did not see much merit in it. I have since become very enthusiastic about the plan. The individual clubs are, one by one, beginning to see what a better attendance at our weekly and monthly meetings means for Rotary and to every individual member.

We have started an attendance contest among the twenty-three clubs in our district beginning with the first meeting in October and ending May 31, 1917. The club showing the highest percentage of attendance, including weekly luncheons and evening meetings, during the months of October and November will be presented with a sterling silver cup. This trophy will remain the property of the winning club for two months or as long as said club leads in percentage of attendance. There will be four such contests of two months duration each. The club showing the highest percentage for the eight months ending May 31, 1917, will receive the cup as its permanent property. The contest for the governor's attendance trophy has already opened the eyes of many of us, calling our attention to what percentage the members actually rotate. To work the thing both ways there has been offered thru President Koenig of the Philadelphia club a booby prize for the club show-

ing the poorest attendance record. "Happy," the secretary of the Philadelphia club is featuring the booby.

Below I quote what I said in a letter to all the presidents about weeding out dead timber:

I am a great believer in weeding out dead ones. There is no place in the Wheel of Rotary for dead material and the Rotarian (so-called) who does not attend with a reasonable degree of regularity is certainly dead to his privileges and to his responsibilities. When a member absents himself or forgets to come to our meetings he denies every member present a Rotary privilege—he denies us the privilege of associating with the representative in his particular line of endeavor and with this denial he robs us of the knowledge and service such a representative would bring to us. He does more than this. He robs his classification of representation. He becomes to us, and to them, excess baggage and should be immediately thrown over board and replaced by a live-wire who would appreciate his opportunities.

Some of us might argue that a Rotarian should not need a mechanical stimulus to bring him to our meetings, that our meetings should be so interesting and instructive that no one would want to stay away. This argument would hold good if every member of a Rotary club were a Rotarian and the best way to make our members Rotarians is to see that they attend our meetings regularly and rub elbows with those members who have caught the spirit and vision of Rotary. Most of us get Rotary thru the gates of fellowship. I forgot I was making a report, not a speech. Please pardon my digression.

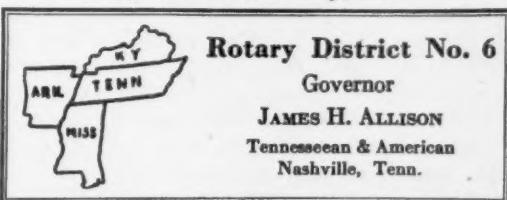
We have affiliated one club in the Association since the Cincinnati convention. I refer to the Greensburg club. While this club is small in number, every cog in the Greensburg Wheel is strong and virile. The personnel of this club is excellent and I predict that Rotary will prove a great blessing not only to the members but to the Greensburg community. They have already caught the Rotary civic spirit.

Am endeavoring to visit the various clubs as fast as my time permits. Have visited Harrisburg and Bethlehem. I address the Harrisburg club at noon, September 5 and a get-together meeting of the Allentown, Easton and Bethlehem clubs at Bethlehem the same evening. Have also visited and address the McKeesport and Greensburg clubs. September 11, I address the Cleveland club. On 8 November I will talk to the Youngstown club and on 16 November, the Grand Rapids club. The last three clubs mentioned are

not in my district and while I would like to visit all the clubs in the Rotary world my time does not permit me to accept very many invitations outside of my district. I must be true to my district first.

I am organizing the presidents of the twenty-three clubs in District No. 3 into an Advisory Board. This board will meet at a very early date in Harrisburg. The presidents agree with their governor that this is an excellent move. By getting all the executives together in one meeting we can accomplish more in one day than I could accomplish by myself in a half a year. I venture to predict that a meeting of our twenty-three presidents will be one of the most interesting meetings I have ever attended. Expect President Klumph to be with us on this occasion.

Klumph Night in Pittsburgh, November 1, was a hundred per center. Arch is a delightful speaker, happy, convincing, and enlightening. He gave our boys, in thirty-five or forty minutes, more of a working knowledge of the International Association than they ever received before. His plans for International Rotary unquestionably are solvent, and he is the man of the hour. We had present Rotarians from Cleveland, Canton, Youngstown, New Castle, Wheeling, Richmond, Dayton, Philadelphia, Wilkes-Barre, McKeesport, Greensburg, New York, and Kansas City, Mo.



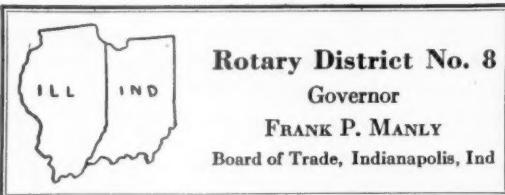
Tuesday, October 17, there was organized a Rotary club in Johnson City, Tenn., with Bert S. Pouder as president, and E. Muncey Slack, as secretary. The first meeting was held at the Windsor Hotel, and was most gratifying.

Before starting on an eastern trip, I arranged to stop off at Johnson City, and only the day before telegraphed Mr. Pouder that I would be there on Tuesday. He asked eighteen prominent citizens to a meeting and there were seventeen present to take lunch with me the next day. There is no doubt about the club being successful. The Rotary spirit is rife in Johnson City. They have a splendid citizenship, and only the leading men are interested.

Upon my return from the east, I spent

a few hours in Knoxville where I met Arch Klumph, Bob McDowell, and the other boys who were there. On account of a late train, I was unable to be at the luncheon to plan for the 1917 Convention.

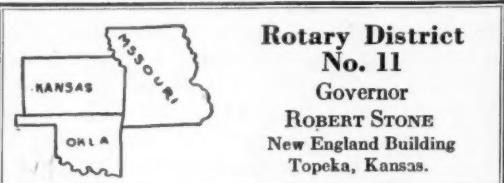
Friday, October 27, I went to Louisville accompanied by a delegation of fifteen Nashville Rotarians. After the Rotary luncheon Bob McDowell and I went over affairs pertaining to the clubs in the sixth district, and also made plans for the district conference to be held in Owensboro. Lawrence Hager, who is chairman of the district conference for the Owensboro club, came up to meet me; we discuss the conference thoroly. We are awaiting further advices from President Klumph relative to matters to be discuss at the conference. He said he had some ideas along this line and would give them to us.



The Rotary Club of Michigan City, Ind., was organized 19 October, with District Governor Manly from Indianapolis and a number of Rotarians from South Bend present to assist in the good work. The meeting was attended by fifty-three of the fifty-nine charter members and all of the absent six sent good excuses for not being present. Following the election and installation of the officers, the District Governor made a talk on Rotary and Secretary E. T. Bonds of the South Bend club was called on to exemplify the way South Bend Rotarians did things and he, in turn, called on all the visiting Rotarians for short talks.

Newly Organized Clubs

Rotary Club of Michigan City, Ind.: Organized 19 October, 1916. The officers are: President, Walter H. Mellor, 517 Franklin St.; vice-president, H. V. Armstrong; secretary, Samuel J. Taylor; treasurer, Carter H. Manny.



Russell Greiner of Kansas City sends the following interesting item: "Eight or ten

Rotarians spent Friday and Saturday at the State Fair in Sedalia with a bunch of Kansas City boosters and I met an old friend, Colonel J. West Goodwin, editor of *The Daily Bazoo*. You have probably heard of the colonel, who is a character in the Missouri newspaper world. He is 80 years old, and told me he was very much interested in Rotary and anxious for a club to be organized in Sedalia, as he wanted to be a Rotarian before he died."

DISTRICT No. 14

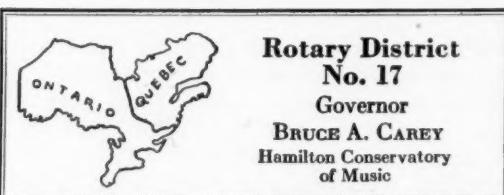
Dr. T. C. Witherspoon, Butte, Governor

Club Elected to Membership in Association
Rotary Club of Lewistown, Mont.: Elected as of 1 October, 1916. The officers are: President, Tom Stout, 513 W. Main St.; vice-president, Abraham Rosenberg, 210 Wise Block; secretary-treasurer, Enor K. Matson, 210 Wise Block.

DISTRICT No. 15

A. F. S. Steele, Spokane, Governor

Correspondence is being carried on with Will J. Griswold of Bellingham, Wash., relative to the organization of a Rotary club. Bellingham is a city of about 25,000 inhabitants on Puget Sound and should be a good Rotary city.



We are in touch with Windsor—Walker-ville, as one place where a Rotary club may be organized and with Kitchener—Waterloo.

St. Catherines and Brantford had representatives present when the Hamilton club entertained Past President Albert at the meeting of the Ontario Associated Boards of Trade, held in November.

We also have plans for the promotion of fellowship between this province (Ontario) and our French speaking brothers of Quebec, in which we hope to make Rotary a power. Twelve Hamiltonians are to visit some of the leading cities of Quebec with a party of fifty representative Ontario business men from other cities. I empowered a committee, while on this visit, to investigate the Rotary possibilities of Sherbrooke and Quebec.

We feel that District No. 17 will accomplish its share of progress and extension during the year 1916-17.

Southern Rotary Clubs Make Plans to Entertain 1917 Convention

By R. R. Stripling, Rotary Club of Knoxville, Tenn.



Some of the Rotarians who attended the conference of representatives from Rotary Clubs of Districts No. 4, 5 and 6, held at Knoxville, Tenn., 23 October, 1916, to make plans for entertaining the 1917 International Rotary convention. In the front row, at the left, is Bob McDowell of Louisville; next to him, the man with the cane, is Iverson L. Graves, president of the Knoxville club. International President Arch Klumph is the second man from Graves. L. D. Hicks, president of the Atlanta club, is the third man from Klumph.



RCH C. KLUMPH of Cleveland, president of the International Association of Rotary Clubs, and representatives from twenty Rotary clubs in Rotary Districts Nos. 4, 5, and 6, were guests of the Knoxville club Monday, October 23, at a meeting to formulate plans for entertaining the 1917 International Rotary Convention at Atlanta, Ga., June 17 to 21.

Bert Adams, chairman of the Atlanta Convention Executive Committee, and L. D. Hicks, president of the Atlanta club, headed the delegation from Atlanta. Bob McDowell, Governor of District No. 6 in 1915-16, was among those present; J. H. Allison of Nashville, the present governor of District No. 6, was delayed by a late train, but reached here in time to ratify the plans that had been made and to participate in the social festivities following the business meeting.

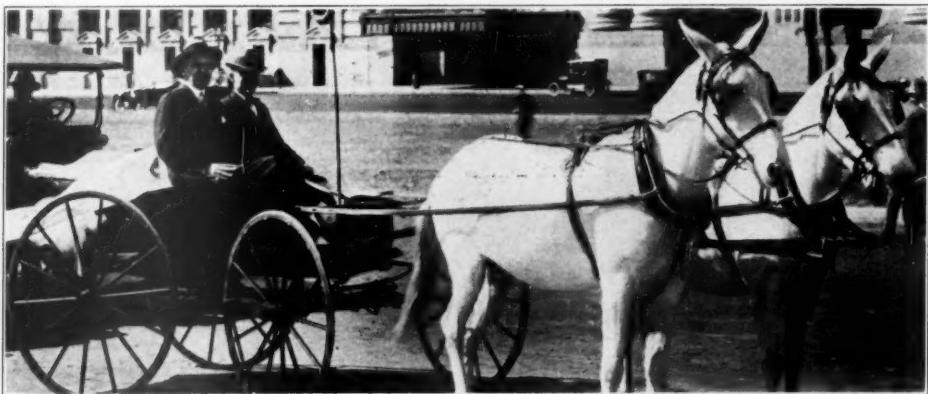
Rotarians Adams and Hicks made it very plain that while Atlanta was the city selected in which the 1917 convention is

to be held, the Atlanta Rotarians considered that every Rotary club in the southern and southeastern section of the United States was a joint host with Atlanta and that the Atlanta Rotarians wanted all of them to help in entertaining the visitors.

The representatives from the other clubs were unanimous in assuring the Atlanta Rotarians that their clubs would do everything possible to make the convention one of the biggest and best ever held by International Rotary.

The business meeting was held in the Board of Commerce Building in the forenoon. At noon a luncheon was given to the visitors at the Knoxville Rotary Club headquarters in the Cumberland Club building.

In the afternoon the visitors and their hosts took an automobile ride thru the city and the most beautiful sections of the surrounding country. During the evening and night the guests departed, leaving their hosts sorry that they had to go, but glad they had been here.



James N. Russell, past president of the Rotary Club of Kansas City, Mo., and Mayor Edwards, in buggy driving white mules, leading the Rotary parade preceding a baseball game between the Rotarians of the Kansas City, Mo., and Kansas City, Kans., clubs, for the benefit of charity.



Rotarian Steve Mills of Zanesville and some of the entries in the baby show, staged by him, at the second annual Rotary trade exposition at Zanesville, Ohio. There were seventy-eight entries.



Activities of Rotary Clubs

Reports from Correspondents.

Preparing for International Convention

The president and secretary of the Rotary Club of Los Angeles submitted to their club a written report as returning delegates to the International Rotary convention at Cincinnati, which contained the following recommendations regarding club preparation for future conventions:

Basing our ideas on our experience at this convention, we submit for your consideration the following recommendations:

1. As large a delegation as possible should be sent to conventions, not necessarily, however, at the expense of the club. A convention committee should be appointed to devise ways and means for getting a big delegation to attend. Hotel reservations should be made early to insure adequate and satisfactory accommodation.
2. The delegates to conventions should be chosen early and the delegation should organize thoroly, assigning specific duties, meetings, and round tables to each member of the delegation.
3. Delegates should early get in conference with those who have been delegates to past conventions, and get as much training as possible prior to departure.
4. Delegates should cover as many parts of the convention as possible to get the most good out of it. Especially should every delegate get all the information on his own line of work and be

- prepared to intelligently act at the convention.
5. Delegates should go prepared to give the convention something worth while as well as bring something back.
 6. Delegations from all nearby clubs should travel together as far as possible, in order to secure the most benefits of acquaintance and association with Rotarians from their own districts.
 7. Each returning delegate and visitor should prepare a serious report of his portion of convention activity to submit either in the club or to interested committees or members, and especially should each delegate who has attended a round table session meet with the committee most interested for all discussion of the matters brought up at the round table, as for instance, membership committee, entertainment committee, civic affairs committee, etc.
 8. The delegation as a whole should file a report to be made a part of the permanent club records, such report to embody the important decisions and actions of the convention.

CONVENTION ACTIVITIES



Atlanta, Ga.: Some months ago the Board of Directors decided to hold several open meetings previous to the next International Rotary Convention, June 17-21. The plan is to educate non-Rotarians in Atlanta as to what Rotary means and to try to have all feel that they are hosts for that occasion and that each individual is a member of the entertainment committee. At the first meeting of this kind, which was held in October, every club member was expected to bring a guest, preferably a competitor. The meeting was a huge success and proved interesting, instructive, and entertaining. The Rotarians introduced their guests in the same manner as the Rotary roll call is followed. Bert Adams made a report for the 1917 Convention Executive Committee, outlining a few of the plans already agreed upon and explaining to the visitors what it meant to Atlanta to have the convention. Kendall Weisiger was given five minutes to tell the visitors something of the meaning and purpose of Rotary. Without exception it was the largest meeting that the Rotary Club of Atlanta has ever held.—Hubert W. Anderson, correspondent.

Birmingham, Ala.: We sent a committee to Atlanta to pledge our cooperation toward making the Atlanta convention the biggest and best of them all. One of our boys referred to it as "your party" and straightway old war horse Bert Adams arose and said, "This is not Atlanta's Convention, or Atlanta's party, this is the Fifth District's Convention." We pass this on to show the real spirit of Bert and his cohorts. It is a spirit, we feel, that any club may well emulate who expects to entertain an International convention.—Oliver Cox, assistant secretary.

* * *

Chattanooga, Tenn.: John J. Wood, president of the Cleveland Rotary Club, was a recent visitor to Chattanooga. He thought the scenery and many places of interest made Chattanooga one of the most interesting cities on the American continent, and he hopes to arrange for a large party of Rotarians to stop over en route to the Atlanta convention.

Chattanooga was represented at the Knoxville Conference of Southern Rotary clubs regarding the Atlanta convention, by President Finlay and



Oklahoma City Rotary Club float in flower parade, which won first prize. Photo by G. K. Hays.



Attractive window display in City Beautiful contest managed by the Rotary Club of Hutchinson, Kansas.



Officers and trustees of the Rotary Club of Portland, Oregon. Their names, from left to right, are: Back row: Sig Sichel, R. H. Atkinson, A. H. Brown, trustees; Estes Snedecor, treasurer; Dr. E. K. Scott, trustee. Front row: H. E. Judge, Thomas Swivel, trustees; C. E. Cochran, vice-president; Nelson G. Pike, president; Walter L. Whiting, assistant secretary; J. L. Wright, secretary; J. H. Joyce, trustee. Photo by *The Oregon Journal*.

Warren Rohr. Mr. Rohr made such a good report that copies of it were ordered printed and sent to each member.—Houstoun R. Harper, correspondent.

* * *

Cleveland, Ohio: Cleveland is going after the mileage attendance cup at the Atlanta convention. One hundred reservations, positive, have been made, and that number will be doubled before next June. Buffalo, Cincinnati, and "Peduka," take notice!—W. I. LeFevre, correspondent.

* * *

Dayton, Ohio: Mrs. MacMillan and I have attended the last four International conventions: Buffalo, Houston, San Francisco and Cincinnati. Just as soon as we learned that the 1917 convention would be in Atlanta, we wired Bert Adams to reserve a hotel room for us. I want to start the ball rolling now to get together at Atlanta for a little side banquet, every Rotarian (including ladies), who attended the last four conventions and who will be in Atlanta. I have in mind some choice spirits whom I have met at all these conventions and I would like to meet them in closer fellowship in Atlanta.—John A. MacMillan, president.

* * *

Greenville, S. C.: The On-to-Atlanta committee has sent the following invitation to the secretary of every Rotary club where there is a possibility that its representatives to Atlanta will pass thru Greenville: "The Rotary Club of Greenville cordially invites your 1917 delegation, while en route to Atlanta, to stop over with us for a few hours as the guests of the club. * * * It is our sincere desire to assist in entertaining all Rotarians and their friends who come to our section; so, instead of issuing general invitations, we have invited only those clubs that would likely come via Greenville. We assure you a hearty welcome."—J. H. Spencer, chairman On-to-Atlanta committee.

* * *

Havana, Cuba: The members of the Club Rotario De La Havana (you see we will have the -ario) appeared to be very much interested in the description which I gave them of the great event at Cincinnati during the convention, and I am sure that next year will see a considerable number of our members present at the convention to be held at Atlanta—in fact I am informed that already arrangements are being made for a special train.

I told my fellow Rotarians that I had taken the liberty at Cincinnati of expressing the hope that in 1920 it might be possible for the International Association of Rotary Clubs to hold its convention in Havana. This suggestion was most enthusiastically received, and when I further described the keen competition which I noticed between cities to have the convention held in their locality, our members immediately passed a resolution that a committee be appointed to take the necessary steps towards obtaining this desired object, and the committee was thereupon appointed by President Berndes.

After all, it does not seem so out of the way that Havana should have a chance of being chosen as the Convention City, as geographically it is as easily accessible as any state in the Union, and the year 1920 would be a most auspicious opportunity to hold the International convention in this city, as there will be great celebrations here during the year in commemoration of the four-hundredth anniversary of the founding of the city, which is

probably therefore the oldest capital city on this side of the world.

President Menocal has told me that the Cuban government has hopes of being able to arrange to have the Olympic games held in Havana in that year, and there will also probably be a World's Fair, or International Exposition. It is also my belief that, judging from the strong and steady way in which our membership is increasing—we have now some sixty-two members on the roll—in 1920 we should be a large and important organization, which, combined with the wealth of the city, ought to be able to extend hospitality to the delegates and representatives of other Rotary organizations equal to any city of the size of Havana in the United States.—Albert W. Hoffman, secretary.

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Lexington, Ky.: Rotarian J. W. Porter represented the Lexington Club at the October conference at Knoxville of some nineteen Rotary clubs in the southern United States, to discuss the manner in which these clubs should join with Atlanta as hosts of the 1917 International Rotary convention. After Rotarian Porter's return and report, a plan was proposed, adopted by the Lexington club, and will be offered to the Atlanta Convention Executive Committee and to the other southern United States clubs.

The Lexington club will invite some northern club to visit Lexington en route to Atlanta; will entertain the visitors and will accompany them to Atlanta; and will endeavor to make plans mutually agreeable for the two clubs to fraternize during the convention.

This plan is suggested in lieu of arrangements frequently made in the past by which clubs in adjoining or neighboring communities travel to the convention city together, the result being a tendency to restrict the horizon of valuable acquaintanceship. The Lexington Club will suggest that each of the southern clubs undertake to be the special host of some one club from a distant section.—Griffin Cochran, correspondent.

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Raleigh, N. C.: President Busbee attended the gathering of Rotarians in Knoxville recently, when plans were mapped out relative to the part which the Rotary District No. 5 will take in the entertainment of the Atlanta convention.—Alan T. Bowler, correspondent.

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Spartanburg, S. C.: Nine months before the 1917 Rotary convention, Spartanburg Rotarians have made reservations for over twenty rooms at Atlanta. This means: First, that we shall have an almost unanimous delegation at Atlanta; second, that we have decided to put Spartanburg on the map in June; third, that we have a bunch of live wires in our club. And what a wonderful thing it is going to be for our club! Those of us who were able to go to Cincinnati are simply waiting until our bunch gets back from Atlanta to see things hum in "The City of Success." In our opinion, there has never been anything like a Rotary convention, and if Rotary advances in ideals as it advances in age, there never will be anything else like it.—The Rotary "Lyre."

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Springfield, Ill.: After two months vacation, the Springfield Rotary Club has resumed regular meetings. The first of the fall meetings was held

September 9 with four-fifths of the entire membership present. The feature of the evening was the report of the delegates to the International convention. The delegates were successful in imparting

to the club some of the enthusiasm imbibed at Cincinnati, resulting in an express determination on the part of the club to "do things" during the coming year.—C. A. Frazee, correspondent

Civics and Charity

Albany, N. Y.: An imposing bronze statue of General Philip H. Sheridan, son of Albany and civil war hero, stands in front of the capitol, having been unveiled with impressive ceremonies in October. Rotarian Martin H. Glynn, former Governor of New York State, was in large measure responsible for the inception of the movement which resulted in the erection of the memorial. Other Rotarians who had a part in the dedication ceremonies were Past President George D. Elwell, who led a chorus of two thousand children, and William T. Wendell who directed the music.

Three Albany Rotarians, Henry D. Rodgers, John O'Day Donohue and Russell D. Sard, who were members of the citizens' military camp at Plattsburg last summer, are endeavoring to interest Albanians in the work of a soldier with a view to securing recruits for next year's camp. They showed views of camp life and related interesting experiences at a club luncheon in October.—John F. Tremain, correspondent.

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Bethlehem, Pa.: Numbered among the ranks of Rotary clubs, only since last June, as an affiliated organization, the Rotary Club of the Bethlehems is already making its influence for civic welfare felt in the community. Less than a month ago this energetic club of fewer than 50 members, thru the individual influence of its members, was prominent in a movement which raised nearly \$1,200,000, for the erection of a bridge, more than a mile in length, between Bethlehem and South Bethlehem, and which will be, says Chairman W. B. D. Ainey, of the Pennsylvania Public Service Commission, the finest bridge and viaduct in the state of Pennsylvania.—Harold B. Farquhar, correspondent.

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Bloomington, Ill.: The club has undertaken a campaign, largely educational, to secure a system of paved country roadways thruout McLean County, whose area of nearly twelve hundred square miles is in the heart of the corn belt of America. It is proposed to issue bonds to the amount of two and one-half million dollars to cover the cost of the initial work.

On October 19th the club took charge of that day's program at the Second Annual Corn Show held in Bloomington, and put on a Good Roads Day. This was given wide publicity thru the public press and otherwise; speakers prominently identified with good roads movements gave addresses. The meetings were a success and the club will prosecute the campaign until its objective is attained.—J. G. Melluish, correspondent.

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Chattanooga, Tenn.: It was a big day that the Rotary club had at the District Fair. The day was known as Rotary Day. The members went out in 30 gaily decorated automobiles, headed by a brass band. Indian paper hats were worn by the crowd, and they attracted much attention and added much to the success of the fair. Luncheon

was served for 156 persons, constituting the Rotary club and their guests.—Houstoun R. Harper, correspondent.

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Decatur, Ill.: Thru the initiative and with the assistance of the Rotarians, the continuation of the three ungraded rooms in Decatur's public schools has been made possible. It was after the school board had decided reluctantly last spring to discontinue these rooms for reasons of economy, that the Rotarians voted unanimously to see that the needed money was raised. Every member in the club sent in a generous check and the spirit of Rotary was caught by some on the outside. The Teachers and Parents' Federation gave generously. At the September meeting of the club "Jim" Engleman, superintendent of the schools, announced that enough had been pledged to make the future of the ungraded rooms secure.—W. F. Hardy, correspondent.

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Fort Wayne, Ind.: The Fort Wayne club seems bent on doing things for boys. During the summer, the club took the lead in "putting over" a plan to finance a swimming pool to be placed in one of the public parks. The members of the club were assigned to certain territory to cover in getting cash contributions for the pool. *The Daily News* work in cooperation with the Rotarians, and the result will be a fine new delight for the boys and girls of Fort Wayne.

At the beginning of November, the Rotarians "adopted" the newsboys of Fort Wayne—eighty of them—and they will become their Big Brothers down thru the coming years.—B. J. Griswold, correspondent.

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Galesburg, Ill.: The Galesburg Rotary Club makes a point of cramming its meetings as full of information and interest as time permits. One of the best results from this policy came on October 26 when a "Public Affairs Spell Down" occupied a noon luncheon with excitement of an acute order. The club was divided into two equal parts for a team "spell down." Here are some of the questions fired at 'em:

How many nations are now at war? Name them.
What are the dates of the Atlanta convention?
How many counties are there in Illinois?

Who are the members of the president's cabinet?
Who are the vice-presidents of International
Rotary?

How did Maine go? By how much?

Name five players on the world's champion baseball team.

Repeat the second stanza of "My Country 'Tis of Thee."

What is the Adamson law?

Name five important acts of Congress this year.

How many stars in the American flag?

As the "spell down" progest the Rotarians discovered that however well they might be posted on general things, there was much definite information with which they were unacquainted.—Max Goodsill, president.

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Honolulu, T. H.: There is going to be a County Fair on the Island of Maui and the Rotary Club of Honolulu will have an exhibit at it.—D. H. Gilmore, acting secretary.

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Hutchinson, Kas.: The Hutchinson Rotary Club recently brought to the city J. M. Switzer of Dayton, Ohio, who gave his fine illustrated address on the City Manager form of government. Our club paid the expenses of this visit. We invited the public to hear the address and a representative crowd attended. It is our intention to work with the other Rotary clubs of the state to endeavor to secure an enabling act this winter so that our cities may have home rule.

The success of our efforts in the first year's work in our City Beautiful Contest was so great that we must say a word about it and urge Rotary clubs in other cities where this work has not been started to take it up. Again we pay tribute to the Davenport Rotary Club for the excellent plans they have worked out and which were such a great help to us this year.

There were 440 entries. Among them, we awarded prizes aggregating \$300 distributed to 106 entrants, besides a number of special prizes awarded during the summer. A cup was given to the winner in Class 2.

Hutchinson has been more beautiful the past summer than ever before. Much civic pride has been aroused and directed into useful channels. In giving a tract of land to the city to be used as a playground at one of the schools Rotarian Gordon S. Rutherford stated that he was making this gift in furtherance of the Rotary club's City Beautiful plans.

As a fitting climax we held a big public meeting in Convention Hall where we showed slides of beautiful back yards. Nearly everyone went away astonished at the showing made. The views were so good it was hard to make people believe they were taken right here at home. At this meeting we gave out our prize checks. Just before this meeting we used one of the best windows in the city for a City Beautiful window display. In the center and well to the front were placed the checks we were to give out as prizes, made out as to amount and signed, but with no names filled in. The cup given in Class 2 was also prominently displayed.

Hutchinson has had a great many canna in her parkings both downtown and in residence districts this year as well as in her yards. This became so noticeable that our City Beautiful committee suggested the name "Canna Town" for Hutchinson. This name "took" at once.

The Hutchinson Rotary Club expects to see that City Beautiful work is continued next year and right along thereafter but we do not intend to shoulder the entire job ourselves. We are now launching a movement for the formation of a City Beautiful Association.—Lloyd A. Clary, correspondent.

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Jackson, Mich.: The Rotary club has started a movement for the erection in Jackson of a suitable monument to mark the grave of Austin Blair, famous war governor of Michigan. The first contri-

bution towards the fund has been made by Col. William D. Mann, editor of *Town Topics*, of New York. During the civil war, Mann was the colonel of the Seventh Michigan Cavalry, one of the four regiments that constituted Custer's cavalry brigade, and he received his first commission in the army from Gov. Blair. Col. Mann was recently entertained by the Rotary Club of Jackson and when he learned that the club was back of the Blair memorial fund he asked for the privilege of making the first donation.—Norman Flowers.

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Louisville, Ky.: Dear Reader, do you know where ex-President Zachary Taylor is buried? Recently the Louisville Rotary Club paid a visit to his tomb in a little private burying ground not far from this city. Some years ago the state of Kentucky erected a monument over the tomb but no provision has ever been made for taking care of it or of the graveyard. Recently a meeting was held with the only survivor of the Taylor family and with Swager Sherley, congressman from this district. An effort will be made to secure possession of the Taylor burying ground and turn it over to the Government, provided the Government will accept the gift and keep the grounds in proper condition.—Frank P. Bush, correspondent.

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Mason City, Ia.: The Rotary club has taken the lead in the movement for the establishment of a Chapter of American Red Cross in this city. This action followed an address made to the club by S. A. Bowing, representative of the American Red Cross Society.—Elmer E. Pratt, secretary.

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New Castle, Pa.: About forty of the New Castle Rotarians took an active part in the recent farm bureau trip or *Know Your County First* day. About five hundred prominent citizens (including Rotarians) made the trip and visited ten different farms in the county. There was a different attraction at each place, some of which were as follows: Tractor demonstration, scientific cultivation of orchards, certified milk farm, and many others of equal importance. At noon our commissary department in charge of Crown Prince Rudolph Stadlehofer served lunch to the tired and hungry travelers. The day was considered a big success by all who made the trip and without a doubt was instrumental in making many friends for the Rotary club.

October 27th we held our second Community banquet with Rotarian Frank E. Herring of South Bend as the special speaker.—L. N. Mehlberg, correspondent.

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Oakland, Calif.: The Rotary club some time ago became interested in the boys of the community and inaugurated a youth's achievement plan whereby boys in various schools were given badges of merit for the performance of worthy and meritorious acts of kindness or the like. This met with such universal response that the Rotary club became interested in the Boy Scouts and is now fathering the movement in Oakland altho the executive committee in charge is not alone confined to Rotarians.

The Rotary club has undertaken to plant from time to time foliage trees on the various highways leading from the city.

In such work service to the whole community is being practically exemplified in the works of the Oakland club, and we would be glad to pass the

suggestion along as well as to receive suggestions from the other clubs as to the method of being a real help to the entire community.—J. R. Munsell, correspondent.

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Pittsburgh, Pa.: A large American flag has been presented to the club by Edgar A. Batzell and in the future no meeting will be held of the Pittsburgh Rotary Club unless the stars and stripes are unfurled in the room. Preceding each business session a toast will be drunk to the flag and to the United States.

At a recent luncheon meeting, following the reading of a telegram from the British Red Cross Society, sent thru Lord Lansdown, requesting the cooperation of the club, the hat was past and a goodly sum was secured and telegraphed to Dr. E. Walker, honorary treasurer in Toronto.—Newspaper clippings.

A committee of 21 members appointed by the club did active service in urging everyone to register so that he could cast his vote at the presidential election. A badge of white ribbon one inch wide and two and one-half inches long, had printed upon it in big black type "I have registered—have you?" This badge was used by the committee in its work. The work was followed up and every member who registered was urged to vote. The club decided to have a float in the Charter Centennial celebration.—James O. Corbett, secretary.

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Raleigh, N. C.: Raleigh Rotarians had the pleasure of learning more about the future citizens recently when Rotarian C. J. Atkinson of New York City, secretary of the Boys' Federation of America, delivered an inspiring address on "Mr. Citizen, Junior." After the meeting he delivered a similar address before the Woman's Club. A movement is now on foot to put into practice in Raleigh some of the practical ideas he advanced.—Alan T. Bowler, correspondent.

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Richmond, Va.: Following an address by C. J. Atkinson, executive secretary of the Boys' Club Federation on the subject "Presenting Mr. Citizen, Jr.," the Rotary club gave him a rising vote of thanks. President Smith has requested the club's Boy Committee to report plans for furthering the interests of the Boys' club movement in Richmond.—Rufus S. Freeman, correspondent.

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Roanoke, Va.: To the annual meeting of the Y. M. C. A. all of the members were invited and the Rotary club as well. Most of the Rotarians are members of the Y. M. C. A. The club turned out in full force, and gave a great deal of pep and enthusiasm to the meeting. After the reports from the officers, the two speakers which delighted the audience were Rotarians, viz.: Wm. Knowles Cooper, general secretary of the Y. M. C. A. of Washington and a member of the Rotary club, and J. C. Atkinson, executive secretary of the Boys' Club Federation of New York and a member of a New York Rotary club. These two men, filled with the Rotary spirit as they treated their respective subjects, showed that the spirit of Rotary is adaptable to all benevolent and philanthropic movements and clubs, and getting behind such organizations as represented by these two gentlemen, will be a tremendous factor in assisting them to

realize their high ideals.—G. Otis Mead, correspondent.

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Seattle, Wash.: The Rotary club has just gone thru a campaign to raise \$5,000 for the first year of Boy Scout work in the city. The campaign was a most gratifying success, enough subscriptions being received to carry on the work for two years. The Rotary club gave its moral and financial support to the movement for one year and the members are taking to it with unexpected enthusiasm. Our aim is to make "Seattle the best Boy Scout city in America." In the Executive Committee of sixteen, seven are Rotarians and the names of a large number of Rotarians appear in the Council of a hundred persons. Several members are preparing to take examinations for Scout Master and a number of ideas are being worked out to bring the whole city to the realization of the fact that the Boy Scout movement is the best thing that has come to Seattle in many a day. It's the biggest and best thing the Rotary club ever undertook and we are proud of our part in this great work.—W. A. Graham, correspondent.

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Syracuse, N. Y.: Three years ago, under the leadership of Rev. Dr. Frederick W. Betts, the Rotary Club of Syracuse undertook their work caring for crippled children of the city. In giving a brief resume of this work, preparatory to commencing a Christmas campaign of good cheer, Dr. Betts asserted that in his opinion if the Rotary club had accomplished nothing else during the past few years, the good that had been effected thru this crippled children's fund alone would justify fully the existence and perpetuate the fame of the Rotary club.

Syracuse may well be proud that it is the only city of its size in the United States where not one crippled child need be neglected. Systematic canvasses of the city are made regularly under the supervision of the Associated Charities, the city hospitals, doctors, and the mail carriers have been instructed by Rotarian Postmaster Kesel to report any crippled child that comes to their attention on their routes.

The work commenced in the fall of 1913 with a fund raised to supply Christmas cheer for the shut-ins at the holiday season. So great an interest was shown by the club that the movement grew and has rapidly extended. More than 400 crippled children have been put in the way of becoming self supporting citizens thru this fund. Braces and artificial limbs have been supplied. For some time, under the guidance of public school teachers, children with crippled eyes have been cared for. More than 300 children have been supplied with optical equipment which otherwise they would not have received.

In the records that are maintained for public inspection are some strange items, some that a stranger would find hard to understand at first. For instance there is a charge for a cart. That means a cart was purchased in which an able-bodied child could draw his sister to and from school and now this child is on the road to acquiring an education.

Another item of considerable proportions is for street car tickets. One boy has been kept in Technical High School for two years fitting himself to fill a position as stenographer. He could not attend school because he could not afford to pay ten cents

a day car fare. The Rotary fund has supplied the transportation.

Similar charges of all sorts can be found showing the wonderful care that has been given in furnishing conveniences to crippled folks.

But with all these expenditures there is no charity in Syracuse with so little overhead expense. Less than 5 per cent of the money received into the fund is diverted into other channels than the actual providing for the crippled children.

For the future the club has several projects under consideration. One is to provide a pavilion in which crippled children may be cared for during the summer; another is to maintain a bed in the hospital for orthopedic cases.—J. Russell Paine, correspondent.

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Topeka, Kas.: The club has decided to get behind a movement for the erection of a comfort station in the down town section. J. C. Holland, the architect member of the club, has presented plans calling for an expenditure of about \$6,000. It will be erected under the sidewalk and street of one of the principal corners in the city.

The club is arranging for a formal dedication of a large wading pool built last summer in Ripley Park, a new breathing place in the factory district. Informal exercises were held during the summer when a committee of little girls lead Rotarian Arthur Capper, Governor of Kansas, from one end of the pond to the other.—Marco Morrow.

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Trenton, N. J.: The club has become actively

interested in welfare and conservation work. At the monthly meeting in October, a motion was passed donating \$100 to the new Trenton Welfare Association, of which Edward L. Katzenbach, Rotary's president last year, is president. This association will centralize charitable work in the city and will carry on a constructive program of welfare endeavor.

The club is behind the movement of the Boy Scouts to raise \$10,000 for the expenses of the ensuing three years of the Trenton Scout troops. Every member of the local club is pledged to raise at least \$10.

Plans were made to take the school teachers of Trenton on a trip down the Delaware river to show them what Trenton has done toward development of the city's riverfront. This had to be abandoned because the teachers were unusually busy. The trip will be arranged later.—J. H. Sines, correspondent.

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Washington, D. C.: President Callahan has appointed the members of a committee on arbitration and disputes, recently authorized by the club, which is expected to be a potent factor for good in the community.—C. Fred Cook, correspondent.

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Wheeling, W. Va.: The Rotary club has accepted the generous offer of Ward B. Elliott of the Elliott Commercial, of ten scholarships for needy boys and girls unable to obtain an education. One boy has been started on his school course and several more are being considered. The club hopes to accomplish much good thru this means.—F. W. Colmar, correspondent.

"*Stunts*" and Social Events

Akron, Ohio: Once a year the Akron club holds Gift Night. This time it came October 30th. Upwards of one hundred members and their wives attended. The big event was the presence of International President Klumph and his family. Arch told us in condensed form, and just so we can use it right and left, a good short definition of Rotary, for which we had been looking for a long season. He said Rotary is a character builder. The ladies got some fine advice from him as to how they should help friend husband, even to the point of ordering him to the weekly luncheon, if he shows a disposition to lag. It was a Halloween party, the twenty-seven tables being decorated accordingly; one dozen members presented gifts to each lady so that the October Entertainment Committee had some thirteen hundred items to distribute during the evening. One might also call it "Good Fairy Night," because President Billow and his two brothers in the club caused each lady to receive a silver statue about a foot high of the latest representation of the Good Fairy, something quite in keeping with the spirit of the occasion.—Theodore E. Smith, correspondent.

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Birmingham, Ala.: One of our recent luncheons was held in the store of a member and the attendance was almost one hundred per cent. A feature of the hour was a "spelling bee." We chose words that fitted in with the host's business—which was retail groceries—and we had some

jawbreakers, too. There were two sides—the "high-brows" and the "low-brows," 14 men on each side, and gee-miny but it was a scream. The climax came when Dr. Phillips, superintendent of the Public Schools, missed "patie foie gras."

We have started a School of Expression and every meeting or so the chairman calls on three or four members, usually the ones who never speak at the meetings, to deliver a two-minute talk. The subjects are worded humorously so that the member can speak on any theme he wishes. This stunt works out and is developing some hitherto undiscovered "orators."—Oliver Cox, assistant secretary.

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Boston, Mass.: Rotarian Henry F. King, the song writer of the Boston Rotary Club, has written these words of another song that goes good:

SING, SMILE

Tune: My Hero

By Henry F. King, Rotary Club of Boston

Sing, boys, gladly rejoicing;
Thankful to be
Counted in with the thousands
In Rotary.
Smile, smile, help one another;
Treat every one as you would your own brother.
Deal fair with all;
Sing, smile, practice the teachings
Of Rotary.

Camden, N. J.: The September monthly meeting was held in the new steel and concrete plant of Rudolph Preisendanz & Sons Co., wagon and automobile-body makers, the hosts being Rotarians Rudolph and Edward Preisendanz. The members watched the plant in operation and were treated to an illustrated lecture on the subject. The October meeting was held in the new store and office building of Bleakley Brothers, stationers, printers and office outfitters, a "Rotary product" throughout, the building having been designed by a Rotary architect and built from foundation to the installation of the lighting system, by Rotarians. The annual ball-masque of the club was held October 26. In point of decorations, costuming, and entertainment features, it eclipsed all former efforts of the entertainment committee.—Malcolm B. Webster, correspondent.

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Davenport, Iowa: Different plans have been put in operation lately by the Fellowship committee, to make the nearly 100 weekly lunchers better acquainted with the first names, classifications, and business locations of their fellow members, as well as with the names of the Rotarians representing different classifications. At a recent meeting a "fill-in" stunt was tried with success. Each one present was given a story of a newly married couple starting housekeeping. Blank spaces were left in the story, each to be filled with the name of the Rotarian supplying the article specified. Prizes of merchandise were offered for correctly filled in stories. Altho all did not win prizes, each contestant did learn to whom the newly married couple could go for the things needed to start housekeeping, as well as for legal advice, and for the building of a new home. It was like going back to school and great fun. Many members were surprised to learn how little they knew about their fellow members.—T. J. Van Deusen.

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Evansville, Ind.: The Rotary club made a big hit with non-Rotarian business men and the general public with their Rotary Day program during the Fall Style Show, conducted by the merchants of the city. From two to five Rotarians were assigned to each store participating in the show. They acted as floor walkers and gave genuine Rotary service. At night we had a parade with a beautifully decorated float, presided over by a young lady designated as Miss Rotary and escorted by members in full evening dress; the entire membership marched after the float. Ninety per cent of the membership turned out both afternoon and evening and we have received hundreds of expressions of appreciation and praise from the merchants, the shoppers and all classes of people in the city. We believe this is a stunt that any club could adopt to advantage. Every newspaper in the city gave a great amount of space to a favorable description of the affair and of Rotary and the Rotary club.—A. C. Brentano, correspondent

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Indianapolis, Ind.: Frank P. Manly, governor of the Rotary District, No. 8, played host to the Indianapolis flock of Rotarians at his country home, Riverby, ten miles north of Indianapolis, in October. He dealt them a beefsteak broil, with baked potatoes, pickles, bread, butter, cider, doughnuts and coffee on the side, all of which was consumed without heckling or hesitation. Two hun-

dred of Indianapolis's 290 Rotarians got in on the big feed. Manly, to make the party picturesque as well as safe for Rotary shirt fronts, provided each beefsteak consumer with a long white apron. Then they went to it. Two big bonfires and a Delco lighting system provided by Rotarian Kruse illuminated the food and faces. There were a few songs but the steaks crowded back all choral enthusiasm.—W. M. Herschell, correspondent.

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Kingston, N. Y.: Clergymen's night—our October monthly evening meeting—was a splendid success. Every clergyman in the city was invited to attend the meeting and become acquainted with Rotary ideas and principles. Rev. George Dugan, President Furlong, and Secretary DeRouville of the Albany Rotary Club were with us and helped to make the evening one long to be remembered.—A. D. Pardee, secretary.

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Lincoln, Nebr.: Recently we had a very interesting meeting when we had something in the nature of a "spelling down" contest. The "spellers" were required to give the name, business, and place of business of the others. It was astonishing to see how the fellows went down when trying to connect the man with his business. Similarity of names in different lines of business was most confusing.—O. J. Fee, District Governor.

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Louisville, Ky.: The club is displaying great activity in introducing the various members and their business. Recently on "Men's Wear Day" the clothing man, the hat man, the haberdasher, and shoe man had charge of the meeting. Special prizes were given to the latest fashions shown on models. Handsome gentlemen, dressed up to the minute, perambulated among the tables, showing the very latest styles. Another special day was "Advertisers' Day." Louisville has a very live wide-awake advertising club and they were invited to meet with the Rotary club, and advertising in its various phases was the talk of the day.

October 27th, the club had a "Harvest Home" dinner. No Rotarian was admitted who was not dressed in overalls and jumpers, straw jimmy and red bandanna. Mrs. Rotarian came looking as sweet as Maud Muller on a summer's day, dressed in calico gown and sunbonnet.—Frank P. Bush, correspondent.

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Richmond, Va.: Little Journeys to Big Plants is a popular feature of our Rotary meetings. The journeys to the places of business of our members are made every other Friday afternoon at 5 o'clock.—Rufus S. Freeman, correspondent.

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Selma, Ala.: The annual Ladies' Night of the Selma club was one of the most successful and enjoyable meetings we have held. In the midst of the festivities a delegation of Rotarians and their wives from Montgomery arrived to help us have a good time. Miniature extras were gotten out for the occasion by the two newspapers, *The Journal* and *The Times*, and distributed at the meeting.—From newspaper clipping.

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Spartanburg, S. C.: With the roads in fine condition, with just enough tingle in the air to keep the spirits up, and with the golden leaves of the

forest forming a wonderful background to the beautiful Tryon scenery, the Spartanburg Rotarians and wives journeyed up to Rotarian Andrews' beautiful home in the Pacolet valley of the Tryon mountains Tuesday afternoon, October 10, enjoyed an evening of unalloyed fun and frolic, and returned by the light of the moon late the same night. Mrs. Andrews had prepared a delicious luncheon for the tired travelers and a new record was made for Rotary capacity. There was something doing every minute of the time, and as a grand climax to the occasion "Ike" Andrews brought out a supply of fireworks and set everybody to work.—Alfred W. Horton, correspondent pro tem.

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Springfield, Ill.: The roster has been partitioned among the various members in sections of three, each section to provide the program for one meeting. At the close of the year, the board of directors will award a prize to the section providing the best program.

At one of our recent meetings the committee for the evening held an old time spelling bee, the entire membership present taking part. State Superintendent of Public Instruction Blair gave out such words as are commonly used in business correspondence. The result showed that business men, as a rule, have become absolutely dependent upon their stenographers, as a majority of the club did not last three rounds.

At the last meeting, the club enjoyed an imaginary visit from International President Klumph who arrived in the banquet hall in an elegant papier mache automobile and proceeded over an imaginary route on a visit to the business places of the members. At each place visited, souvenirs were distributed, representing the various lines of business. Members in turn were called upon to act as escort and announce the name and character of the business in the order of each member on the route. When the escort failed to properly announce or missed the location of a Rotarian he was asked to step aside and another was called to fill his place. After the complete journey had been made, the curtain was drawn, and the "President" and automobile disappeared from view.—C. A. Frazee, correspondent.

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Washington, D. C.: The Rotary club held high carnival at its first quarterly meeting and dinner of the fall season at the Shoreham Hotel. The affair was in the nature of a Hallowe'en party, and ghosts and other spooks ran riot, amid a setting that included pumpkins and hobgoblins, black cats, and other weird things. The meeting was pronounced one of the most enjoyable in the history of the organization.—C. Fred Cook, correspondent.

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Zanesville, Ohio: Zanesville's Second Annual Rotary Industrial Exposition was opened to the public in October, and was a humdinger. A direct wire from the White House at Washington to the Exposition hall was furnished by the Postal Telegraph Co., and Secretary of State Lansing, acting for President Wilson, who was absent from the capital, pressed the button which officially opened the Exposition.

There wasn't a dull moment from the opening to the close. At considerable cost several good vaudeville acts were brought to town and entertained the crowds daily, aided by the best of the local talent and the Rotary Orchestra.

The Exposition, having outgrown the hall in which it was staged last year, the large Airdome Rink building, having a floor space of nearly 20,000 square feet, was secured. There were nearly fifty booths and all were taken by Rotarians.

There were over ten thousand paid admissions during the week and each ticket of admission carried a numbered coupon and every few minutes during the evening, a ticket was drawn from a box placed in front of some exhibitor's booth and the corresponding coupon drew a valuable present.

One afternoon, a baby show was staged. Each ticket of admission that day carried a voting coupon and the baby receiving the largest number of votes received the first prize of \$25. There were eight prizes.

That evening the winners in the Rotary City Beautiful contest were shown on the screen and several hundred dollars in cash prizes, besides a number of cups and ribbons, were awarded to the winners.

Every day and evening witnessed some special features and all who attended were loud in their praise. The profits of this Exposition will be placed at the disposal of the On-to-Atlanta Committee who expect to make a big showing at Atlanta in 1917.

While the members of the Zanesville Rotary Club are doing many serious things they find time for considerable play. The United Commercial Travelers are behind Zanesville's annual Mardi Gras. This year the Rotary club participated as a body and had fifty men in the parade which took one hour to pass the reviewing stand. The Rotarians were all costumed alike with blue suits trimmed in dark yellow with the Rotary wheel stenciled on the back in gold. This bunch carried off the first prize for having the most costumed men of one organization in line.—H. V. Bogart, correspondent.

Inter-City Fellowship

Rotarian J. S. Dennison of Toronto, Canada, recently returned from a trip to Great Britain and sent the following interesting report to International Headquarters:

It is with much pleasure that I prepare this brief report of my meeting with the Rotarians in Great Britain. It was a pleasure to meet with the men who foregather in London, Edinburgh,

Glasgow and Liverpool, and calling upon them as I did, just prior to the convention at Cincinnati, I conveyed to them the personal greetings of the International board of directors who met in Toronto in the spring just prior to my leaving the city.

London and other clubs are composed of men of very much more advanced age than the average in American clubs. They were of the staid British type who were very much in earnest and considered

Rotary an excellent institution. It was my privilege to extend to these gentlemen of high commercial standing the greetings of the International Association and they were pleased indeed to feel that the International Association expressed the desire to be brought into closer relationship with the British clubs than heretofore.

In response to my eulogies upon the personnel of the International Association and their desire to remain an International Association in every sense of the word, I was requested to convey to the directors of the International Association the hearty good wishes of the British clubs and their regrets that the present conditions, due to the war, made it impossible for them to take an active part in the International convention. They told me "our younger men are away" and that they were holding the fort, keeping the club in its activity to the greatest possible extent until their return.

In spite of the fact that over fifty per cent of their members were away on active service there was a very good attendance at the meetings which I had the privilege of attending and I have been asked to convey the personal greeting of Tom Stephenson of Edinburgh, Ernest Tickle of Liverpool and also of President Dewey of London and President Brownning of the Glasgow club, to those gentlemen and brother Rotarians sitting upon the International board.

I may say that it is strongly the desire of the British clubs to cooperate as thoroughly as possible with the American clubs in all vital matters relating to Rotary, though the war places a serious handicap upon them at the present time. They are undoubtedly holding the fort and keeping the home fires burning. They are therefore deserving of your fullest consideration in this time of stress.—S. Dennison.

* * *

Albany, N. Y.: Albany and Utica Rotarians who are handy with the golf sticks are contesting for a silver cup offered as a trophy to the club winning six games. Albany will retain possession of the cup during the winter, having won two matches from the Uticans. The contest will be resumed next summer.

Rotarian George Dugan, pastor of the Fourth Presbyterian Church and one of Albany's most enthusiastic Rotarians, address the Kingston Rotary Club in October on the occasion of "Churchmen's Night." Dr. Dugan was accompanied by a delegation from the Albany club.—John F. Treiman, correspondent.

* * *

Raleigh, N. C.: Raleigh welcomes into the family of "Tarheel" Rotary clubs the promising club of Charlotte.

Durham Rotarians are planning a "Raleigh Night," and the "Capital City" Rotarians are looking forward to a great time in the "Bull City." —Alan T. Bowler, correspondent.

* * *

Sheboygan, Wis.: Thirty-eight Rotarians from Milwaukee, headed by former District Governor William J. Zimmers and Club President Edward Hoffmann, came up to Sheboygan on a special car Thursday evening, 12 October, and presented the Sheboygan club with its charter in the International Association, following a luncheon. The addresses of Rotarians Zimmers and Hoffmann and the pres-

ence of so many from Milwaukee who made the trip in a heavy rain, put a new spirit into the Sheboygan club.—Paul F. Hunter, vice-president.

* * *

Superior, Wis.: As the result of plotting between President Olaf Johnson of the Superior Rotary Club and the governor of District No. 9, a joint meeting of the Duluth and Superior clubs was held at the Hotel Superior in October. Fifty members from each club were present. Inspirational addresses were made by the presidents of the two clubs, by the district governor and by several prominent members of both clubs. The chairmen of all committees were called upon by their respective presidents to report activities for the past season, so that each club might become familiar with the methods and accomplishments of the other. The event terminated at ten-thirty with a loudly-express conviction that the visit be returned at an early date in Duluth.

* * *

Wheeling, W. Va.: A number of Wheeling Rotarians attended the Klumph meeting at Pittsburgh, the evening of 1 November. President Klumph had told the Wheeling club that he could not see his way clear to visit us and a number of our members took advantage of the meeting in Pittsburgh to go to him. It was a very enjoyable meeting.—F. W. Colmar, correspondent.

* * *

Wilkes-Barre, Pa.: The Scranton and Wilkes-Barre Rotary Clubs have had an exchange of courtesies and on Monday, October 2, fourteen members of the Wilkes-Barre club returned the previous visit of the Scranton club and lunched with them at Hotel Jermyn. Monday opened the week of the semi-centennial celebration at Scranton and the town was in holiday attire. The Wilkes-Barre club marched from the station to the hotel led by a band and attracted no little attention.—Victor Lee Dodson, correspondent.

* * *

Zanesville, Ohio: Old Doctor Rotary has healed some old sores. In southeastern Ohio, Zanesville in Muskingum County and Newark in Licking County have long been bitter rivals; at times considerable ill feeling and mud slinging resulting. Last winter a few live-wires got together in Newark and started a Rotary club. Two officials of the Zanesville club were invited up to start them off right. A little later the Newark bunch were invited down to Zanesville to see how a Rotary luncheon was conducted. The meeting was in charge of the "On-to-Cincinnati" committee. Several of the visitors arranged to travel with the Zanesville club to Cincinnati.

Last spring the two towns exchanged visits by automobile in celebration of the opening of the new improved National Road.

October 6 the Newark club came down to Zanesville's Second Annual Rotary Industrial Exposition, 35 strong, headed by their 20-piece prize band, the Buckeye Band. The two clubs formed in strung-out marching order with a band at each end and carrying red fire marched to the Exposition Hall. On all sides hands were clasped and smiles exchanged and the hearty greetings of "Hello Steve" and "Hello there, Doc" spelled the end of the old bitter rivalry and the beginning of the new rivalry as to which bunch can show the best spirit of friendliness.—H. V. Bogart, correspondent.

M*Miscellaneous Club Affairs*

Albany, N. Y.: Rotarian Clermont C. Covert, district engineer of the United States Geological Survey, address the Albany club recently on New York State's water resources. The secretary's announcement that "as water is about the only thing not advancing in price these days, better come and get acquainted with it," served to bring out a good attendance.—John F. Tremain, correspondent.

* * *

Boston, Mass.: The Boston Rotary Club now has a weekly publication, 4 1-2 x 7 inches in size, consisting of eight pages. B. L. Goodwin is chairman of the publication committee. The title of the publication is *The Prod* and the first number was printed September 16th.

* * *

Cleveland, Ohio: Our first president, Major Chas. R. Miller, is convalescing from a serious illness which has confined him to his home for several weeks. The boys miss the Major and will be pleased to see him at luncheons again.

We have one member for a record of 100 per cent attendance we will stake against the world. A. M. Barnes, representing the Miller Chemical Engine Co., has missed just two weekly luncheons, because of absence from the city, and no monthly dinners in six years. Have any of the clubs anything to say?

We were honored with a full attendance of the International Board of Directors at our weekly meeting Oct. 14, and the meeting was mighty strong for a "weekly" one. The talks were fine; everybody had a great time. Come again boys.—W. I. Le Fevre, correspondent.

* * *

Decatur, Ill.: Our club is getting along very nicely. We are doing considerable constructive work; our meetings have been interesting and from time to time we are adding a few mighty good fellows, well classified. At our last meeting we had ninety-four members present and four guests; this was nearly one hundred per cent attendance for those who were in town. Our fellows are thoroly interested, keen for service, and loyal to the club and to Rotary principles.—A. M. Kenney, president.

* * *

Flint, Mich.: The members of the Rotary Club of Flint together with their wives and friends gave a complimentary dinner in honor of Miss Frances Ingram, who sang at the music festival at the Cincinnati Rotary convention. Miss Ingram was accompanied by her manager, Rotarian James DeVoe of Detroit. At the conclusion of the dinner, Major Earl F. Johnson presented Miss Ingram with a mammoth golden key and told her that she was always welcome to the city of Flint, the key being in evidence of Flint's appreciation of her art.—De Hull N. Travis, correspondent.

* * *

Fort Wayne, Ind.: Meredith Nicholson, with his political friend, "Silver Dick" Miller, former president of the Indianapolis club, livened things up for the Fort Wayne boys in October, and International Vice-President E. Leslie Pidgeon, the first International officer to visit Fort Wayne, was a

star attraction at the opening of the fall season. Vice-President Pidgeon left with the Fort Wayne Rotarians to ponder over, his statement that a Rotarian is not so much Rotary's representative of his particular class as he is the representative of a particular class to Rotary.—B. J. Griswold, correspondent.

* * *

Greensburg, Pa.: This town now has a full-fledged International Rotary club. Tharks to the efforts of Frank B. Miller, secretary-treasurer of the Keystone Coal & Coke company, the new club was brought into existence during the summer. Mr. Miller fell in love with Rotary in his travels and determined to have one for the "old home town." He is our president. At the October monthly dinner, District Governor Stewart C. McFarland presented the club with its charter in the International Association. "Eddie" Keck, of Pittsburgh, was present to assist. The aims and ambitions of the Greensburg club are high. The members feel that the "field is white unto the harvest" and they are getting busy.—E. Arthur Sweeny, correspondent.

* * *

Kansas City, Mo.: The election of Albert E. Hutchings as president of the club, was not only an honor to him but a self-bestowed tribute to the club. "Governor Hutch," as we call him, is one of the city's leaders. That he is, by common consent, eminently fitted for his office is attested by the fact that his election was practically unanimous on the first ballot. Rotary will expect big things in Kansas City this year under the leadership of Past District Governor President Hutchings.

A new form of membership application card will presently come into use here on which is printed the constitutional provision that no firm or individual shall be eligible to Rotary who is represented in any other local club, having for its purposes and requirements, substantially those of the Rotary club; also the by-law pertaining to entrance fee and dues. The object of this is to acquaint the prospective member with our requirements.

The ever-widening diversity of classification in Rotary with the attendant questions to be settled as each new case presents itself, has prompted President Hutchings to appoint a Classification committee. This body consists of two members of the directorate together with the Membership committee of three. The committee will endeavor not only to tabulate all legitimate classifications not already represented in the club but also to eliminate from the present list any undesirable classification which may have been covered formerly but is now vacant.—F. M. Staker, correspondent.

* * *

Lincoln, Neb.: We were mighty pleased at a recent meeting, when we had Congressman Reavis give us a talk on "How I Found My Boy." He proved to be a very good preacher and with well chosen words, impress upon the fathers the responsibility of raising their boys. With such policies as he set forth, carried out, Judge Brown of Reno, with his scheme for efficiency in boy life, would be out of a job.—O. J. Fee, District Governor.

Louisville, Ky.: "Sparks," the publication of the Louisville club, has adopted a new plan to give its advertisers results. There will be only twelve spaces sold, at \$2.00 each. Three cash prizes will be offered for the first, second and third best written and most effective advertisements. Three cash prizes will be offered to the ladies who first find a hidden mis-spelled word in one of the advertisements and notify the secretary which advertisement it is in and give the word as spelled and the correct spelling.

How many people know that all of the Big League baseball players line out their hits with bats made in Louisville? All of the 300 per cent fellows have an idea that if their bats are not of a certain length, size, shape and weight they can't keep up their batting records, so players like Ty Cobb and others in his class, keep a bat on file with Hillerich & Bradsby, and every year order a supply which must be exactly like the model. Bud says these big league players are as cranky as grand opera artists but always get satisfaction from a "Louisville Slugger."

Sam Riddle, superintendent of the Louisville Railway Company, is a good Rotarian and a Rotarian manager. He has not had a strike for years and recently had a meeting with his men to talk over conditions, with the result that an increase in wages was granted—not because of a demand, but because an increase was agreed upon by both sides as right and just. Sam's men don't come to him with a demand but with a request for a consultation which is never refused; consequently Louisville street cars keep moving.—Frank P. Bush, correspondent.

Milwaukee, Wis.: One minute Rotary thoughts are being given by two members every week at the regular Monday noon luncheons and the idea is working splendidly. The plan not only gets the members to their feet but fixes Rotary ideas and ideals week after week. The plan was inaugurated this fall and is meeting with great success.—Frank M. Bruce, correspondent.

Norfolk, Va.: A method of filing club rosters and publications which has been used by us for some time may be found serviceable by secretaries of other Rotary clubs. I use a strong manilla envelope 8 1-2 by 10 1-2, with the name of the city and state typewritten across the upper or flap end. These are arranged alphabetically and filed vertically, in shirt boxes. The boxes are kept in one of the filing cases. When a club roster or publication comes in, I look it over, make notes of the material I may be able to use and then slip it into its envelope.—L. E. Hermance, secretary.

Portland, Me.: Millard W. Baldwin, superintendent of the Home for the Blind, gave us an interesting and instructive talk recently on the manual training of the blind under his supervision. The following week the Rotarians paid a visit to the State School for Boys, had luncheon there and

then were shown thru the building by Superintendent Dunn, who explained the methods used in the reformation of the boys under his charge. At the Hallowe'en party, O. T. Corson of Columbus, Ohio, formerly state superintendent of schools, entertained us with an instructive talk on the need for closer relations between business men and educators. Mr. Corson was in the city attending the convention of the Maine State Teachers' Association.—Oliver P. T. Wish, secretary.

Pottsville, Pa.: Pottsville Rotarians now have a club publication called "Hot Coals." It is 6 x 9 in size and contains four pages. Robert C. Shearer is chairman of the Editorial Board.

Raleigh, N. C.: The first of the scheduled business talks by members, at each of the meetings this winter, was delivered at the first October meeting, the idea taking at once with the membership.—Alan T. Bowler, correspondent.

St. Louis, Mo.: Chicago is "pinchin" our presidents. Geo. B. Hild, our immediate much beloved past president recently was transferred to Chicago. A farewell dinner was given in his honor at Sunset Inn. Within the next week news came that our president, Jimmie Geissinger, was also being called to Chicago. Another farewell party at Sappington Inn for Jimmie. We elected our first vice-president, Billy Giraldin, to the presidency, on condition that he remain in St. Louis until the end of his term. Billy is in the real estate business, a director of one of our biggest banks and we believe he will stick.

Frank Manly, of Indianapolis, Governor of District No. 8, recently visited our club and gave us an inspiring talk. Gov. Manly officiated at the initial bow of the East St. Louis Rotary Club.—H. C. Martin, correspondent.

Sheboygan, Wis.: Thursday evening, Nov. 16, Rotarian Milton Potter, superintendent of the Milwaukee Public Schools, gave an address at the first Ladies' Night of the Sheboygan club, when he explained to the wives of the Sheboygan Rotarians why their husbands are never home for lunch on Thursdays and why they are all so enthusiastic about the Rotary club.—Paul F. Hunter, vice-president.

Topeka, Kas.: The club brought J. M. Switzer, city commissioner of Dayton, Ohio, to Topeka in October, to deliver his illustrated lecture on the City Manager plan. The lecture was largely attended and created a most favorable impression.

At the October monthly dinner, a dramatization of Richard Harding Davis's *Her First Appearance*, was given, Fred Voiland, president of the club, Chas. Dillon, and Geo. W. Hart, the club secretary, taking the principal parts. The dramatization was made by Fred Voiland.—Marco Morrow.



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ROTARY AS AN ORGANIZATION

(Continued from page 547)

friendships, neighbor and neighbor, employee and employer, and one's loftiest ambition for the usefulness of Rotary cannot end in disappointment.

To take everything and give as little in return as possible, in harsh words, "every man for himself and the devil for the hindmost," has no place in modern business or modern life. Altruism is no longer a vision of dreamers. Men recognize that unless there is a clean, clear satisfaction in their accomplishment, the world's greatest possessions or honors are useless attainments. The greatest corporations and industries show that they recognize this principle, thru their activity in so-called "welfare" work, and their constant planning to secure the happiness and good will of their employes. And this is not alone for efficiency, for profit, but because profit at the expense of welfare does not bring satisfaction.

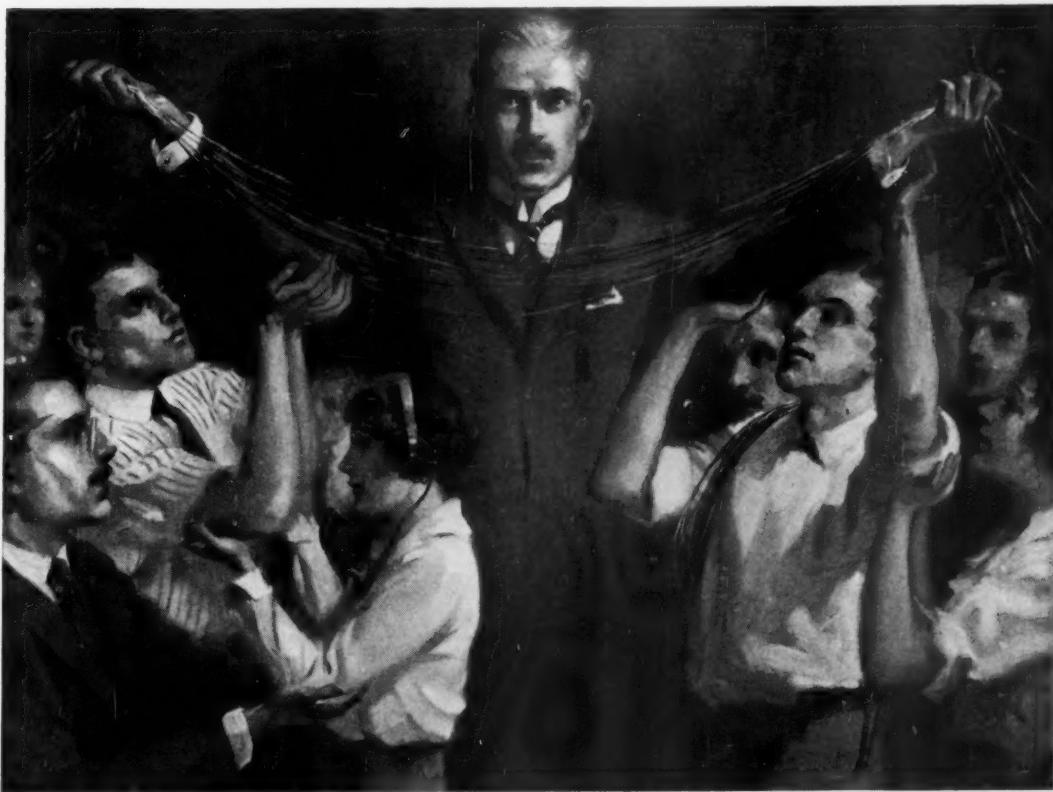
Meaning of Rotary Membership

A community is not so very different from a large corporation or industry. All share to a degree the prosperity of each. All suffer to a degree the misfortunes of each. Is there not room in every community, is there not the need, for an institution that aims to educate at least one man in each distinct line to practice the highest principles of fair dealing, efficiency, cooperation and good will.

Election to membership in Rotary, as the organization is now developt, cannot be construed as an empty compliment or as a mark of distinction intended as a gratification to one's vanity. It is, on the contrary, a call to service, a recognition that one is the proper individual to represent his trade or profession in this organization and to aid in elevating man's relations to his fellow man in the practical, everyday struggles for commercial supremacy; in a practical rational unemotional way. It is a responsibility, further, in so far as subscribing to the ethics of Rotary means practicing them; in so far, further, that the Rotarian is not only to practice these ethics himself but is to bring all those under his influence to their practice.

Few of us realize the effect of our weekly luncheons, our meeting with each other, on our whole line of thought and reason-

(Continued on page 584)



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ROTARY AS AN ORGANIZATION

(Continued from page 582)

ing and it has been wisely said "man's doing cannot be wholly divorced from his thinking." Voluntarily or involuntarily, this intercourse, these weekly opportunities to learn of the activities and ambitions of our fellow members, must affect our own activities and ambitions, and usually with the right result.

Rotary Entertainment

By a Member of the Rotary Club of Springfield, Mass.

The following paper was read at the conference of Rotary District No. 1 at Boston, Mass., held 23 February, 1916.

THIS subject of entertainment for Rotary club gatherings is one of vital importance and not to be treated lightly or in haphazard fashion. On the nature of the entertainments provided hinges to a very great degree the success of the club. We of Springfield are still feeling our way, but short as our experience has been it has been long enough to establish certain facts which stand out clearly and these I will endeavor to take up briefly under the sub-topics of "Weekly Luncheons" and "Monthly Dinners."

Weekly Luncheons

If my conception of the true purpose of a Rotary gathering is correct, there should be no need of a specific entertainment. The get-together spirit, the desire for good fellowship, should be all-sufficient to bring out a full attendance. Perhaps with the growth of Rotary and a fuller understanding of all that it stands for this much-to-be-desired condition will develop. It is to be most ardently hoped for, especially by the entertainment committee. But until it does, it is essential that some form of entertainment be provided and that this shall be distinctly Rotarian in character. Lacking this, the weekly gathering becomes no different from that of any other luncheon club. Anticipation must be kept keyed to a high pitch.

Because of the brief time available at these noon gatherings it is essential that the entertainment be brief, not over twenty minutes at the outside. I believe that this rule should be rigidly adhered to. No matter how interesting the entertainment, it will, in the long run, fail of its purpose

(Continued on page 586)

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but they're so practical and durable that we're keeping nearly all our records in them. There's a type to meet every purpose, and the **LOOSE LEAF** stock forms that fit them are so carefully designed that we are able to use many of them without the slightest change. That's a big saving, as well as a convenience, because specially ruled forms cost time and money.

They're the ideal binders, both for sheets that are referred to frequently and for those that are kept only for occasional reference. We get them in the key lock or the slide button style, and the bindings vary from plain gray canvas to handsome corduroy and red leather.

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Largest Loose Leaf Manufacturers in the World
(Rotarians)

Kansas City, Missouri

ROTARY ENTERTAINMENT

(Continued from page 584)

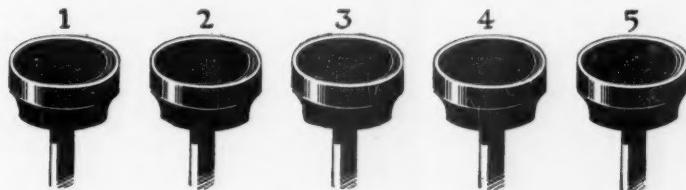
if it extends the luncheon hour. Business men cannot afford even a few extra minutes out of the heart of the business day. No man likes to get up and leave before the end and if he finds that the luncheon hour is likely to be exceeded, he will stay away. Hence the absolute necessity of brief luncheon entertainments.

The choice of entertainment under these limitations narrows down to two forms—good speakers and "stunts." Of the two, dependence should, I believe, be placed on the former. "Stunts," cleverly pulled, make for good feeling and good humor and have their place, but too free use of them robs these weekly meetings of dignity, of the really serious purpose which is the basic cause for their being. "Stunts" best serve their purpose when worked in with a serious program.

Therefore, one or more good speakers at the majority of the lunches will, in the long run, prove the most effective means of sustaining interest in the weekly meetings. When possible, the club itself should be drawn on for some of these speakers. With so many varied interests represented there cannot fail to be among the members men who are doing things of interest and who are capable of telling in an interesting way what they are doing and what they are striving to do. It should be the business of the entertainment committee to search these men out. Rotary assumes a personal interest in the affairs of fellow Rotarians, and this assures a ready and sympathetic hearing for what these men have to say. In this way veritable mines of helpful information may be uncovered and stimulating ideas brought out. The main thing is to be sure that these men have the ability to handle their topics clearly, tersely and in an interesting manner.

The city at large should be drawn on for these informal talks. In every community are men outside the Rotary organization rendering service of a high order to their fellow men. Bring them in as guests to explain their ideals, what they are striving for and why. Such men usually are enthusiasts and know how to present their subjects. Enthusiasm in service is the keynote of Rotary. Bring in the leaders in all movements for civic betterment, studiously avoiding politics.

(Continued on page 588)



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NEW YORK

ROTARY ENTERTAINMENT

(Continued from page 586)

Draw on the heads and experts of the various departments of the city management for brief presentation of their problems as they see them. Search out and entertain men who have attained distinction beyond the confines of your own community yet are comparatively unknown by their fellow citizens, prophets without honor. There are many such. Endeavor to secure men of note who may chance to be in the city on the luncheon date. Their presence, regardless of what they may have to say, and the opportunity to meet them informally, will prove a powerful factor in bringing out a full attendance.

"Stunts" may be workt in to advantage for the promotion of good fellowship, and an occasional "stunt" luncheon without other form of entertainment is advisable. But in the main the committee in charge of these affairs should stick closely to the spirit of Rotary, which is "service," and should endeavor to provide entertainment which will give every man present something of value to take away with him—inspiration, new ideas, stimulating thoughts and the feeling that more than his physical being has been fed. Send him back to his immediate personal problems of business with the feeling that he is richer for his Rotary hour, that he could not have afforded to miss it and that he cannot afford to miss the next one.

Monthly Dinners

The larger leisure of the monthly dinner presents a wider scope for entertainment. Music is an essential feature. One or more clever "stunts" will go far to break down all formality, of which there should be none in a Rotary gathering. Complete relaxation is the end to be obtained. Business cares for the day have been put aside. Time is no longer a limiting factor.

Speakers of note should be secured for these events, preferably more than one. To secure talent of the first order it is probable that the club treasury will have to be drawn on and there should be no hesitancy in doing this. Successful after-dinner speakers as a rule have so many demands upon them that they cannot, in justice to themselves, afford to give of time and service without adequate compensation. With one such speaker from

(Continued on page 590)

Atlanta Wishes You
A Merry Christmas
and
A Happy New Year

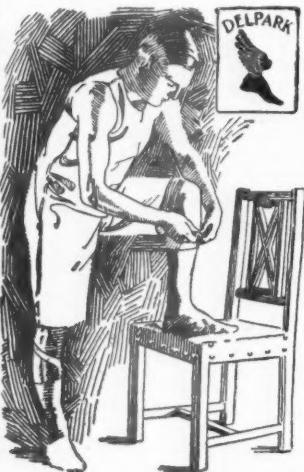
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Men all over the country are beginning to wear their Delpark Athletics all year round, preferring to protect against cold with heavy outer clothes.



Good Rotarian Garments for good Rotarians.

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Rolarian George C. Brown, Managing Director of the Hotel Martha Washington (Woman's Hotel)

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NEW YORK

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There are 500 spotless rooms. Rates \$1.50 per day and up. For parties of five or more a large room at \$1.00 per day per person. A special feature is our excellent Table d'hôte luncheon at 40 cents; dinner at 50 cents.

Comfort, Convenience and Protection, all important to the woman traveler in the metropolis, are found at the Martha Washington in their highest degree.

Illustrated booklet, "Who's Who," giving the names and vocations of 227 New York women, sent Free

ROTARY ENTERTAINMENT

(Continued from page 588)

out of town supplemented by one or two local speakers of known ability there can be no question as to the success of the evening.

A plan workt out successfully by the Springfield club has been to select topics of general interest and devote an evening to each. Thus we have had "College Night," when the subject of choosing a college for the boy was ably discuss by educators representing different types of higher education; "Boy Scout Night," with a speaker from the national headquarters of the movement to explain the broad plan and the wide scope of this great boy organization, and the local Scout commissioner to tell of the local conditions and results accomplisht; "School Night," when the principals of the high schools of the city set forth how and for what the money of the tax payers is being expended in fitting the youth of the city for citizenship; "Telephone Night" with direct communication with San Francisco. In every case these "special topic" nights have been an unqualified success.

Freedom of discussion should be encouraged at these dinners. Points not only of interest but of help and value are thus brought out. General participation fosters the brotherhood spirit. At least once during the winter there should be a ladies' night. Do not overlook this. At least this once each year vote "yes" on the matter of suffrage and extend Rotary to the fairer sex.

This covers, in brief, the experience of a club as yet new in Rotary. Doubtless some of you longer affiliated with this great humanizing brotherhood can add many suggestions of value drawn from a wider experience and successful grappling with this problem of entertainment, for it is a problem and it is a very vital one. On its successful solution depends in no small measure the larger work and purpose of Rotary. Service is the watchword, and no members of a Rotary club have larger opportunity for direct service to fellow members than those who constitute the entertainment committee.

SIZING UP A HOST

Teacher—What is a host, Tommy?

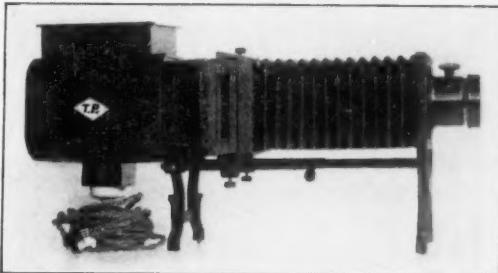
Tommy—I don't know ma'am.

Teacher—Suppose your father gave a dinner to a number of his friends, what would he be?

Tommy—He'd be the "goat," I reckon.—*Yonkers Statesman*.

Santa Claus

Suggests
a
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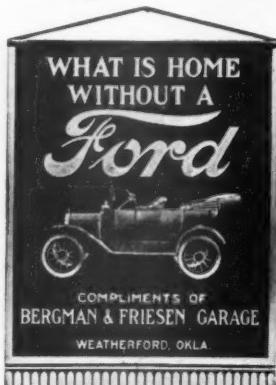
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Round Table Jolts

By Val B. Mintun, Rotary Club of Kansas City, Mo.
If you are asked why you are a Rotarian, answer:
"Because I was so permitted."

* * *
If you are asked what do you get out of Rotary, answer:
"What I put in, plus 100 per cent interest."

* * *
If you are asked what do you put into Rotary, stop and think for several minutes.
You may have no reply.

* * *
If the proposed new member does not meet with your approval, Don't complain to the janitor, see the directors.

* * *
If he asks you why you don't trade with him, Treat him gently, he is a "Roster Rotarian."

* * *
If he eats his luncheon with a knife, Keep mum, he might hear you eating soup.

* * *
If he opposes nothing—he is weak. If he opposes everything—he is mean. A judicial mixture of both makes a good Rotarian.

* * *
Some jests of a general nature bring laughter; When of a personal nature, they bring heartaches. Generalize your jests.

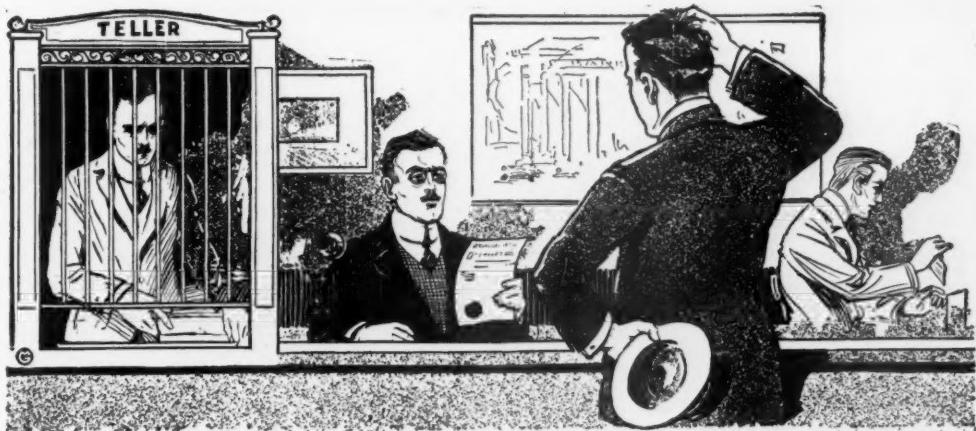
* * *
If the club's picnic is set for Thursday when you wanted it set for Wednesday, Go Thursday and call it Wednesday.

* * *
Some singers cannot sing alone, but are splendid in a chorus. A knocker is not so particular.

* * *
All handshakes are not sincere—but hand them back sincerely, The other fellow is the one that is fooled.

* * *
The Almighty was wise in giving man one tongue and two ears. Suppose he had reversed this! Whew!

* * *
(Continued on page 595)



When Your Banker Asks Questions

When your banker asks a lot of searching questions about yourself and your business, he is only doing what you ought to do before you extend credit to one of your customers.

Your banker "sells" money on credit, at a profit, just as you sell goods.

And he is as eager to get new credit customers, as you are.

But he must know that his customers will pay him on the date due, just as you should know, in handling your credit customers.

If your attitude and your answers show your banker that you are "at sea" on important facts in your business, you can't blame him for hesitating to extend the credit you ask.

By adopting the latest N C R System, you put yourself in a strong position with your banker.

You are able to show him daily, weekly and monthly records of your cash and credit sales,

You may not be able to do these things with your old Register, but you can make your old National Cash Register pay part of the cost of the New-And-Better System.

Write for information on the new N C R System

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your receipts-on-account, and your items of cash paid out.

Your Cash Register Summary Sheet enables you to make a "bank statement" that is proved by printed unchangeable cash register records.

It shows the banker that you know the exact state of your own business.

It assures him that you are safeguarding yourself against leaks and losses.

It gives you confidence that inspires his confidence.

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The
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Cash
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Dayton, Ohio

Please send me
"Money Making
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Name.....

Name of Firm.....

Business.....

Address

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For Your Mother—



IF ever there was a Christmas Box "for mother" this is it. A combination of mother-gifts—beautiful gifts—books, picture, magazine and letter.

Seven splendid gifts in one Christmas box—\$8.35—all for \$4.00. Just read this description:

1—Hutchins' Art Tribute Portrait to James Whitcomb Riley, published at \$3.00 Done on heavy camee plate. Eight pictures in one. Signed artist's proof. Including groups: "Little Orphant Annie," "An Old Sweetheart of Mine," "Good-bye Jim," "When the Frost is on the Punkin," "The Raggedy Man," "Out to Old Aunt Mary's," and "The Old Swimmin' Hole." The picture of all pictures for the home.....	\$3.00
2—Heart Throbs. 484 pages of treasure pieces. Over 1,000 "favorite pieces" chosen by over 52,000 people. Handsomely bound, gold top, and illuminated gold cover.....	1.50
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5—The National Magazine—the great Christmas number for mothers, including a special feature, "Mothers of Famous Men now Living".	.25
6—Christmas Package of Christmas Verse Tags. Original poems that mother can use with her gifts. In colors.....	.25
7—Joe Mitchell Chapple's "Christmas Letter to Mother," done on beautiful, soft, rich stock, four pages; a heart letter to mother.....	.10
8—Expressage and packing.....	.50
Total	\$8.35

All for **\$4.00** Prepaid

Order this Gift Box at once for your mother. With your remittance, send us her name and address, and yours, both plainly written.

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For 50 cents additional, we will send (to gift-box purchasers only) the great "National Magazine" from December to March, inclusive, postpaid.

ROUND TABLE JOLTS
(Continued from page 592)

A committee is usually composed of four personal friends of the president, and a Mr. George.
George does it.

* * *

If he puts five pieces of sugar in his coffee, then kicks about the pie being too sweet, Keep cool and count one hundred slowly.

* * *

If your club has successfully handled some civic problem for true humanity's sake, don't spill the beans by that often made remark,

"That stunt will give us great publicity."

* * *

"He who profits most serves best," means only one thing to some:

"It's the Rotary Motto."

* * *

It is surprising how flexible, "conflicting with another member's business" can be made.

* * *

Old Man Gloom cannot stand visitors; when you hear of his stopping over with a member, two or three of you make an unexpected call and see the Old Cuss beat it.

Rotary—the Invisible Flame

By Dan Winget, *Rotary Club of Clinton, Iowa*

WHAT is Rotary? That is a mooted question by all who are curious. I heard a speaker, and a good speaker too, attempt to define Rotary. He gave a long and interesting talk about what it is not, but did not tell what it really is.

I have tried to think it is a new religious departure, but no. I have heard men whom I feel are good Rotarians say "damn." No, not religious.

I have seen Rotarians turn away in disgust when the name of God was spoken flippantly. It is therefore not sacrilegious.

I have looked for it in politics, but there are the best men of every political creed at its tables. No, not political.

I have tried to play the string of denomination as attuned to Rotary, but I see every denomination from Baptist to Presbyterian or Methodist and from Luth-

(Continued on page 596)

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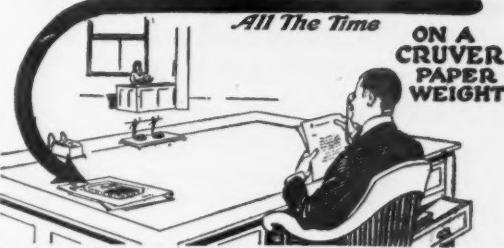
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Proven to be the most interesting and generally profitable meeting of the year. For information and bookings address

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in all its phases is governed
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It is a matter of Conscious or Unconscious Obedience to Universal Rules of Action or Conduct Prescribed by Nature herself.

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Makes the Fundamental Laws of Nature Plain, to Work in Harmony with which means a Higher and yet Higher Degree of Development and Application of the Power to make Permanent and Profitable Patrons.

Success in Life Commercially Hinges Right There. We have nearly 90,000 Patrons, among them many of the ablest of business and professional men.

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THE

SHELDON SCHOOL

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Area, Illinois

ROTARY—THE INVISIBLE FLAME

(Continued from page 595)

eran to Catholic seated in brotherly converse at the table. Nix on the denomination.

It is fraternal then—a mingling of secret orders. Nix on that too, for I have seen them all gathered around as brothers—from Masons to Knights of Pythias, Odd Fellows to Orientals, and all enjoying the meeting alike and all mixing, no bunches, no cliques, no strained relations.

But here I am saying just what the other fellow said, and telling what Rotary is not.

I wonder if Rotary can be the modernized spirit of the eleventh commandment "That ye love one another" given by Jesus, the first and typical Rotarian. It was he, if history is correct, who called men by their first name, as John, James, Andrew, and the Roses of Rotary—Mary, Martha, Elizabeth. It was he who had the spirit of forgiveness. "Thy sins be forgiven thee," and "Neither do I condemn thee" and "Forgive thy brother seventy times seven." And in a business sense he advocated square dealing as "Render unto Ceasar the things which are Ceasar's, and unto God, the things which are God's." It was he, who in parable taught the beautiful lesson of "The Good Samaritan." It was he, who in the crowning event of his life, as the blood flowed from his thorn-pierced brow, and wounded side said "Father, forgive them."

What is that subtle spirit of Rotary? What is it that more than ever before draws me closer to Jack and Harry and John and Charlie and all the boys? What is it that has removed that atmosphere of repulse from men I have known for years, but have just found out?

Truly it must be a sixth or seventh sense, breaking into humanity thru Rotary, as the instinct of the animals or the awakening of the spark of deity said to be born with every soul. Can it not be the awakening of confidence? Is it not a spiritual sight whereby we can look beyond the surface and read our brothers' souls?

Did not Joe Mitchell Chapple strike the key note of Rotary when, in his grand address at the Cincinnati International convention, he said: "Reach out your hand to the lonesome man."

(Continued on page 598)



EAT FOR EFFICIENCY

Does your food agree with you—does it digest perfectly—do you experience added strength with each meal?

Your stomach is the foundation of your health—the center of your efficiency. If the process of digestion goes on uninterrupted you feel well—otherwise energy lags—you feel physically weak and depressed.

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The diet in all cases of stomach and intestinal trouble plays a most important part—consequently trained Dietitians supervise the meals—prescribing such foods as are best suited to the needs of the patient as revealed by these various scientific tests. Quite often patients find that they have been eating exactly the things that should be discarded. Some have been eating too much, while others find that a large number of food units must be taken.

A complete manual—showing the various important examination charts; X-ray pictures of the stomach; treatment facilities; The School of Health; menus and diet lists will be sent free to those who are interested. Use the coupon.

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M. W. WENTWORTH, *Rotarian*



Send me the "Diet Manual" and other literature.

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City.....

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Legitimate industries seeking locations, should write, wire or immediately call on:

MASSILLON
INVITES INDUSTRIES

Chamber of Commerce
Massillon, O.
"Ned" Lord (Rotarian) Secy.

ROTARY—THE INVISIBLE FLAME

(Continued from page 696)

Truly, Rotary must be the invisible flame which destroys all class or caste and refines man to the true gold of the brotherhood of man, and builds from the dross a monument of what we were, there to remain as a guide post of warning on the great hard road to a future of confidence, service and happiness.

One Thing Rotary Is For

By Bert J. McLean, Rotary Club of San Antonio, Texas

IFE is too short to spend it all at the desk or counter, striving with your business woes. It's a good thing once in a while—once in a week, say at Rotary luncheons—to leave it all behind and to gather with the Rotary bunch and just enjoy yourself for two hours.

Try this stunt: Sidle up to some fellow out in the lobby of the St. Anthony next Friday while we're all waiting, grab him by the mitt, call him by his first name, and then go in to lunch with him. Or better yet, pick out some fellow you haven't been familiar with or perhaps some fellow you may have had a prejudice against, get him to talk and talk back to him, sit with him thru the lunch and try to get a better estimate of him. The chances are ninety-nine to one that you have had him sized up all wrong and he may become one of your best friends. That's one of the things that Rotary is for:

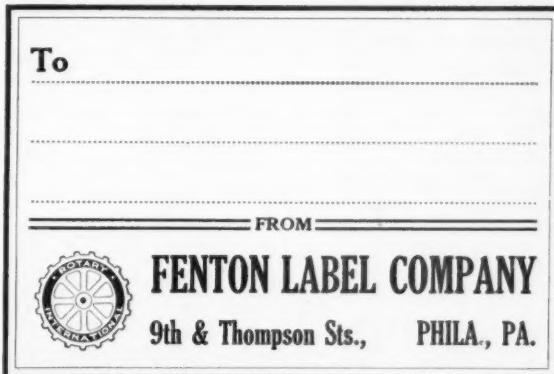
Acquaintance is one of the most valuable assets a business man can have and a good place to foster acquaintanceship is at the luncheons; not just speaking acquaintances, but real business friends, men who will go out of their way sometimes to give you a boost or to throw some business your way.

Here is an instance just to make that point more clear. Not long ago a man in Mexico wrote to a Rotarian here asking him to recommend a lawyer to attend to some business in San Antonio. Just a few days before that Harry Hertzberg had called that Rotarian by his first name at a luncheon and shaken hands with him. Naturally the Rotarian thought of Harry when this chance to throw some business came to him and the result was that Harry's firm handled the Mexico man's

(Continued on page 600)

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plainly when
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ONE THING ROTARY IS FOR

(Continued from page 598)

case and secured a new client. That's just one instance; you probably know of others.

Then here's another personal recollection. The writer had a strong prejudice against a member of the club several months ago. It was an unreasonable one, of course, but one of those kind that often occur. One day we sat next to each other at luncheon and shame to tell the writer was hardly polite. The other man was persistent, however, and forced the conversation for a little while. Then all at once the writer began to see wherein he was wrong. It developed that we both had some of the same problems, some of the same fads or hobbies, and some of the same likes and dislikes. Now we are good friends and the writer values the other's acquaintance highly, but if it hadn't been for Rotary might have gone on misunderstanding him until the ways parted.

We get out of Rotary what we put into it and if some of us are even unwilling to put our attendance at luncheons into it, the chances are that we are keeping some other fellow out and the directors really can't be blamed if they enforce the rule of dropping members for non-attendance.

Rotary in Mytown

From The Rotary Punch, Sioux City, Iowa

MYTOWN got along many years without a Rotary club, but in due time one was born.

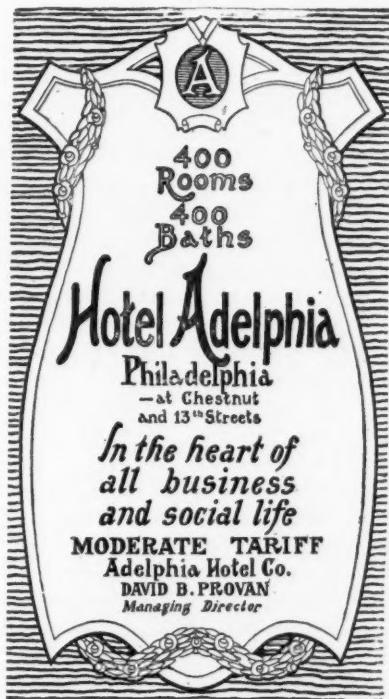
It met with favor on the part of the score or so who stumbled onto (or into) it. Some liked the novelty. Some liked the exclusiveness. Some liked the words in the Motto. Some liked the fun. Some liked the informality. Some liked to be called by their "kid names." Some saw a glimpse of an opportunity to interpret "service to the world." Some dreamed dreams of idealism and altruism. None could define or describe Rotary. None fully understood the responsibility they assumed as Rotarians.

And lo! Rotary in Mytown grew and waxed strong in numbers and in spirit. The Rotary spirit was born over night.

Then it began to attract attention.

Neighbors, business friends and associates asked to be let in. Others were sore

(Continued on page 602)



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(A. C. Terrell, Rotarian)
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ROTARY IN MYTOWN

(Continued from page 600)

because they were not invited. Short-sighted competitors became jealous of a possible monopoly of business on the part of Rotarians. Some fools began to rant and made a lot of noise like Anti-Rotary.

A few weak Sisters (conscience smitten) got cold feet. They dreaded publicity—feared boycott—quit under fire.

The real Rotarians took stock. Opposition was all they needed to make them fight. They fought—stuck together—and came to the defense of Rotary. The result was an impetus that brought the Roster up close to the 3-4 century mark before the first year was over, even after a 40 per cent elimination.

Rotary became popular in Mytown. The luncheons had a 90 per cent attendance. Many personal life histories, business experiences, civic questions, etc., had the boards. Each meeting seemed better than the previous one. Almost everybody in Mytown would have felt honored by election to membership. Many prominent citizens were so honored.

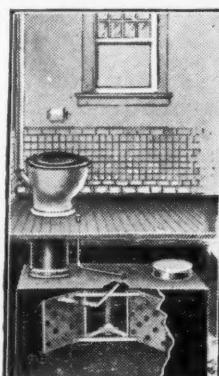
About 40 civic problems were considered by the Public Affairs committee, some were nearly solved, some were partially solved, most were abandoned for "something easier."

For three or four years this program (or lack of one) continued. The increase numbers made it difficult for all to be heard. The officers and board members did most of the talking and directing. Many quiet ones did a little thinking.

The program committee forgot that one of the objects of Rotary was to increase efficiency by exchange of ideas and business methods. They also forgot that diamonds are rough until they are polished. They likewise overlook that each Rotarian may have something to say but was unable to do so owing to an abundance of imported talent. This same program committee somehow got it into their heads that they had to entertain the Rotarians to get them to attend the meetings.

Occasionally some timid "old-timer" would suggest a return to fundamentals. The wise ones dared to suggest that no "high brow" stuff was wanted. It seemed difficult for them to reconcile the ideal and the practical. Every little while some restless fellow would break the monotony

(Continued on page 604)



Wolverine Chemical Toilets NO WATER OR SEWER

The comforts and conveniences of an indoor toilet can now be enjoyed by every owner of a suburban home, summer cottage, or builders outside the sewer districts.

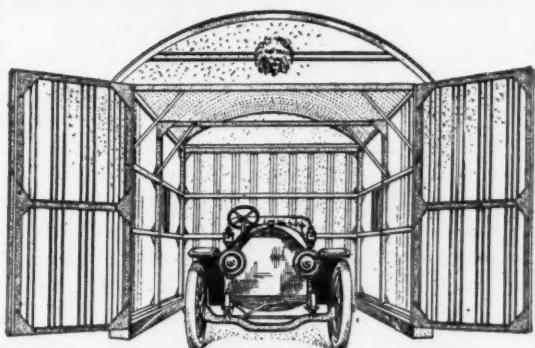
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ROTARY IN MYTOWN

(Continued from page 602)

by demanding "Let's do something." Then the public affairs committee would bring in a resolution which was duly resolved, and placed on the minutes.

Among the 75 per cent whose sole evidence of interest was their signature on the attendance sheet, there were many who yearned for some accomplishment to which they could point with pride. The novelty had worn off. The informality had become commonplace. The luncheons were sometimes punk. Initiative (once the sole support of Rotary in Mytown) seemed to have gone on a long journey.

Rotary in Mytown settled down to an existence as one of the fixt institutions. Some wise ones endeavored to determine Rotary's functions by restricting its activities to those things in which it could co-operate with other fixt institutions. Some were afraid Rotary might usurp the God-given (?) right of this or that other organization to concern itself with certain weighty problems.

Rotary's identity in Mytown became merged into other identities, for fear Rotary might possibly claim credit for starting something. Upwards of a half dozen committees were supposed to be at work with like committees from other organizations to report at some future date. Few of them ever reported.

Meantime about four years had elapsed. The records of the Rotary movement were heavy with prospects and plans for a world conquest. There were written into the records some wonderful words of philosophy. Efforts to interpret Rotary failed and failed again. Many good fellows were seemingly discouraged because after four years they were still without a concrete definition of Rotary.

Rotary in Mytown is still seeking a definite program.

A momentous document, known as the Rotary Code of Ethics, became a part of Rotary history about two years ago. Nearly every Rotarian has read it. Sometimes it seems it has become merely another motto to adorn the wall. Yet, most of its precepts are being daily practiced by all Rotarians, insofar as their personal conduct is concerned.

Article 10 of this code, (the last sen-

(Continued on page 606)



Unusual Christmas Greeting Cards



The 'leven little leathersmiths have made some wonderfully different Christmas Folders.

They've treated paper stocks in about the same manner as they work their leathers—& the effects are very fair, so some folks tell us!! Samples & quotations will gladly be sent you if you'll tell me your needs—the prices range from 10c to 25c & 30c per Folder—and never was there anything like it done before!

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Let the 'leven little leathersmiths do it.



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THE KERCHER BATHS

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Best Baths in Chicago. Established 40 yrs.

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You are invited to
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Write for our terms
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We have a Central Office in your town
Write, and representative will call

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250 Rooms \$1.50 per day and upwards 200 Baths
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Cedar Rapids, Iowa.
Fine Book and Job Printing
Rare Book Dealers
Write for quotations and catalog

"IF THERE is one enterprise on earth that a 'quitter' should leave severely alone it is advertising. Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power." —John Wanamaker.

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ROTARY IN MYTOWN

(Continued from page 604)

tence) reads as follows: "For these high purposes does Rotary exist, to educate all men and all institutions."

What is this? Is this Rotary's program? If so, why look further? Let Rotary in Mytown take stock of itself—clean house—cease fretting about "doing something." Let it of its own initiative proceed to teach Rotary ethics to "all men and all institutions."

No greater program can be comprehended. No lesser program is worthy of Rotary.

Rotarians of Mytown! Are you willing? Let's GO!

Where's Your Rotary Button?

Here's an incident that was just called to our attention the other day:

A Rotarian from a middle western city had occasion to take a trip to New York City and after he had boarded the train, discovered that he had forgotten and left his Rotary button at home. Heretofore he had always been careful to wear it, as many times it had served as an ever-ready introduction.

On his way back from the diner after lunch the first day, he passed another gentleman, who, he noticed, had a Rotary button in his coat lapel. Afterward in the smoker he introduced himself, apologized for his neglect to wear a button, and made a mental resolve never again to be without the little emblem. The remainder of the trip proved to be one of pleasure.

Arriving in New York both visited Rotary headquarters, attended a club luncheon together, and in every way had a general good time. Both profited in a social way and in a business way as well, for today two of the largest accounts in the United States are handled between the two houses which the men represent!

It has been nearly three years since this incident happened. Since that time neither man has forgotten to wear his Rotary button.—"Toledo Rotary Spoke."

THE CREED OF SERVICE

By Ansel E. Beckwith, Rotary Club of Rochester, N. Y.

THERE are a large number of members of Seneca Lodge in the Rochester Rotary Club, which while not a fraternal organization or society, is one

(Continued on page 607)

THE CREED OF SERVICE

(Continued from page 606)

which, like Masonry, preaches the doctrine of the Golden Rule, the Fatherhood of God and the Brotherhood of Man.

At the convention of International Rotary held in Cincinnati, Rotarian Connable of Memphis, Tenn., closed a very able address on Business Methods in Rotary with these words: "We meet upon the level; we trade upon the square; all our actions, social and commercial, should tally with the plumb line of rectitude, circumscribed by the compasses of the limitless scope of the Golden Rule, conscious of its reward,—he profits most who serves the best." These words suggested the following to the writer:

Our ancient Rotarian, Abou Ben Adhem bold, awoke one night and was this message told, by the angel seated at the pearly gate, whose book of records seals for men their fate.

Your creed of Service, the best the world has seen, was taught to his disciples by the lowly Nazarene, Who came not to be ministered unto, but that he, should minister to others, as he walked beside the sea.

And so, thru all the ages since that day, this golden creed of Service, o'er all has held its sway, and stirred the hearts of men with one accord: by deeds of love and kindness to emulate their Lord.

Tho high or low, your lot in life may be, a sovereign prince, or like him of Galilee, a lowly carpenter: your life will ring true blue, if with the working tools of service, you give the best in you.

Meet your brothers on the level, live with them on the square, let every act be plumb and true; then spread with earnest care, that cement of love and friendship, to speed that happy day when the brotherhood of man, on earth shall hold full sway.

If we share our brother's burdens, our lives will stand the test; encompass by our watchword, "He Profits Most Who Serves the Best."

Rotarian Beckwith, Worshipful Master of Seneca Lodge, No. 920, A. F. & A. M., of Rochester, N. Y., publish the above in the lodge publication, "Trestle Board."

It is very hard to be an interpreter of the spirit of Rotary to one's associates. There is many a man who is kind to the poor and good to his family who is as hard as nails to his business competitors.—H. J. Mikell, D. D., Nashville, Tenn.

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THIS TELLS THE STORY



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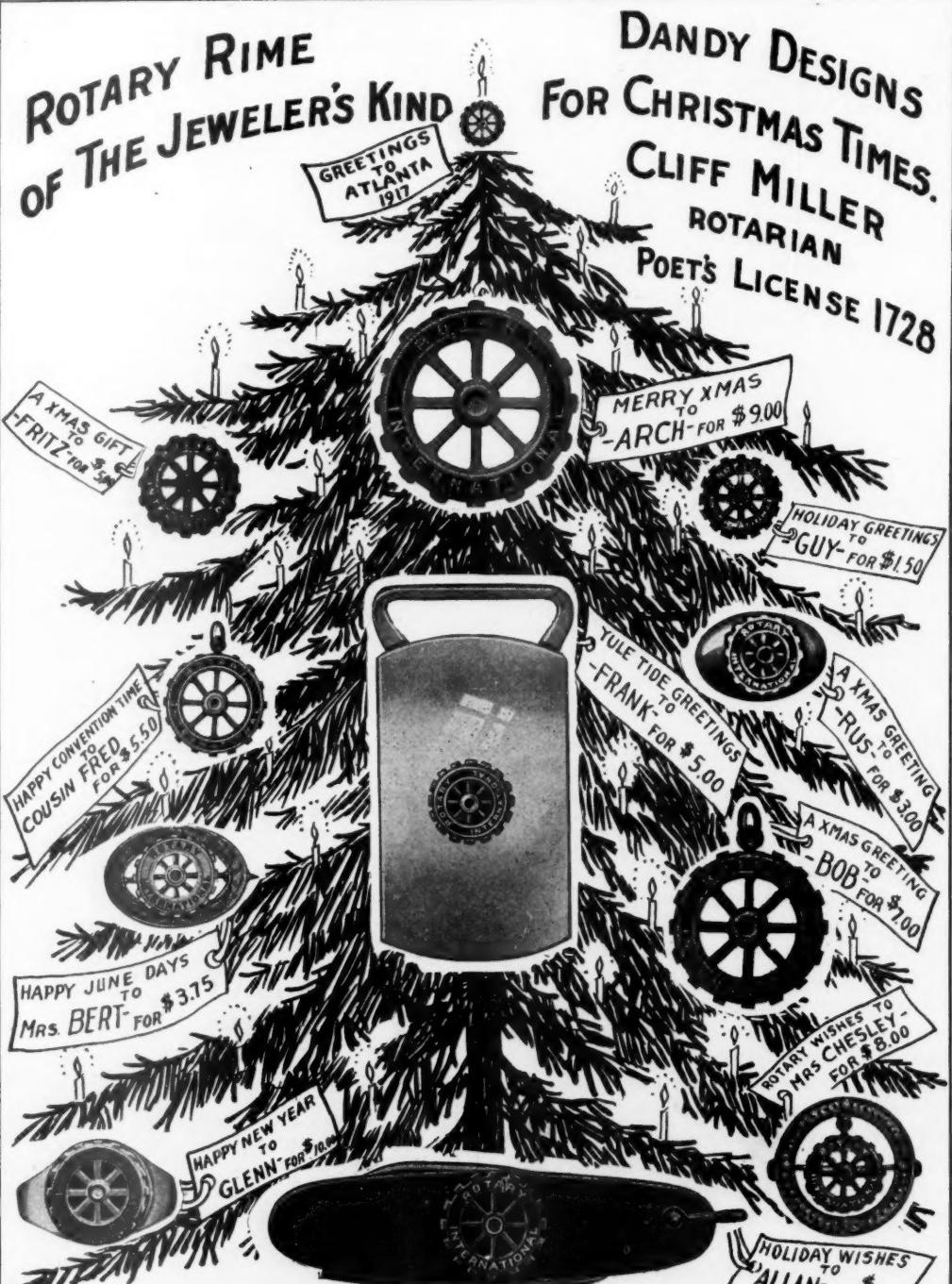
See that you have "C & C" at the Club weekly luncheon and the monthly dinner and order in a dozen of "C & C" for your home.

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But how can we send **Flowers** to those we wish to remember in distant cities? you ask, and yet it's the simplest thing in the world. Just 'phone or write your local Rotary Florist, tell him what you want and when you want it and he will do the rest. Then dismiss the subject from your mind until you receive the bill.

And by the way, the bill will be no greater than it would be if you were sending the **Flowers** right in your own city, unless you delay in giving your order, then the small cost of a telegram will be added—only a trifle.

No, the **Flowers** will not be wilted or frozen because they will be delivered fresh and crisp by the Rotary Florist in the city where your Friends or Relatives live. The Rotary Florists have established a complete chain whereby you get **Rotary Service** at both ends.

Send Them Flowers

*Publicity Committee of the
Florists' Section in Rotary*



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for
15¢



The Original
Turkish Blend

Why they're Sensible

OCCASIONALLY a more heavy, full-powered cigarette than Fatima tastes mighty good. But heavy cigarettes are a little too "oily" and rich to suit most men for long. You are certain to find more *comfort* in a delicately balanced blend like Fatima—a comfort that can come only from pure tobaccos perfectly blended. That is why Fatimas are so *sensible*—because they leave a man feeling keen and fit even though he may smoke more often than usual. Fatimas will prove this.

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